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SEPTEMBER 1983

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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DESIGNER'S SATURDAY PLANS EXPANDED PROGRAM

- Executive desk mfrs. offer systems options to end users
- Computer support furniture directory reflects new trends
- Yankelovich, Skelly & White report is total market guide

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Crossgate™ Acoustical Ceilings

If it's drama you're looking for, no other acoustical ceilings give it to you quite like the Crossgate Collection. Introduce any one into an interior, and you create a contemporary look that's unique among commercial ceilings.

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Armstrong

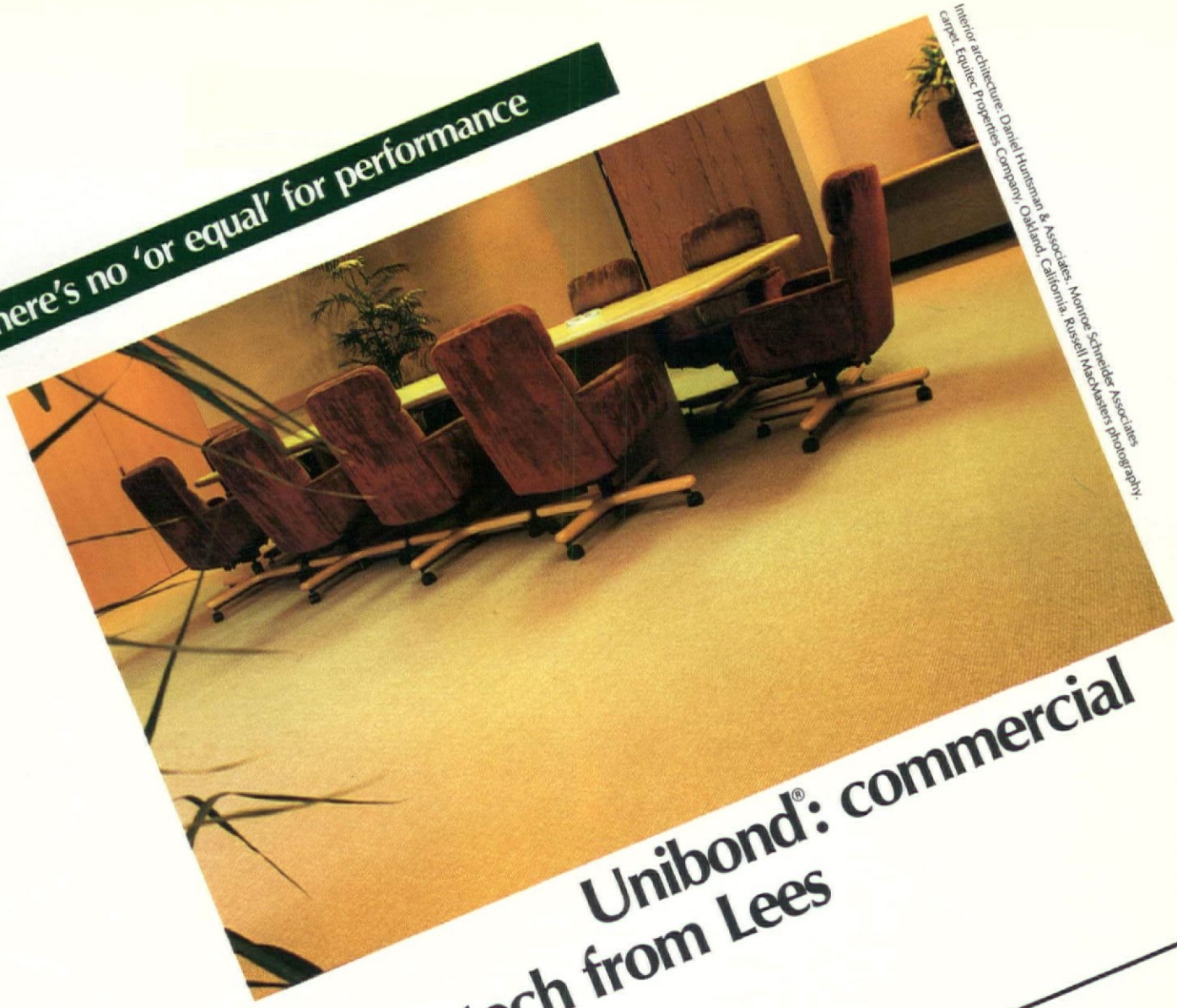


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NY SCHOOL OF INTERIOR DESIGN
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There's no 'or equal' for performance



Interior architecture: Daniel Huntsman & Associates. Monroe Schneider Associates carpet: Equitec Properties Company, Oakland, California. Russell MacMasters photography.

Unibond®: commercial carpet tech from Lees



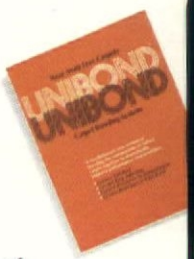
Equitec Properties, professionals at enhancing commercial property, chose a Lees Unibond carpet for the company's new Oakland headquarters.

Performance. Unibond is a state-of-the-art construction that uses hot-melt thermoplastic to bond face yarn and backing into a single component. Performance and durability are far superior to conventional latex-bonded carpet.

Proven in use. Thirty million square yards of Unibond carpets cover floors in virtually every sort of commercial interior. Wherever a plan calls for access to power in subfloor ductwork or for large open areas where traffic patterns cross seams, Unibond is the answer.

Appearance. Advanced generation Antron® nylon yarns by DuPont resist dirt and offer permanent static protection. Unibond carpets are guaranteed against excessive wear.

Modular systems. The Unibond construction also makes a great carpet tile. 600mm modular carpets fit a system that includes broadloom coordinates.



Call toll-free. For illustrated brochure, test data, specification information, call 800/523-5647. From within Pennsylvania, call collect 215/666-9426.

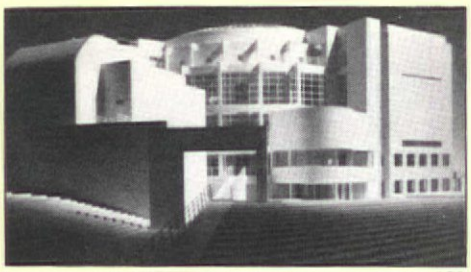
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LEES carpets

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King of Prussia, PA 19406

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COVER-Graphic interpretation of Designer's Saturday is featured as part of extensive event coverage, beginning on p. 120.

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VOL. 25 NO. 9 September 1983

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THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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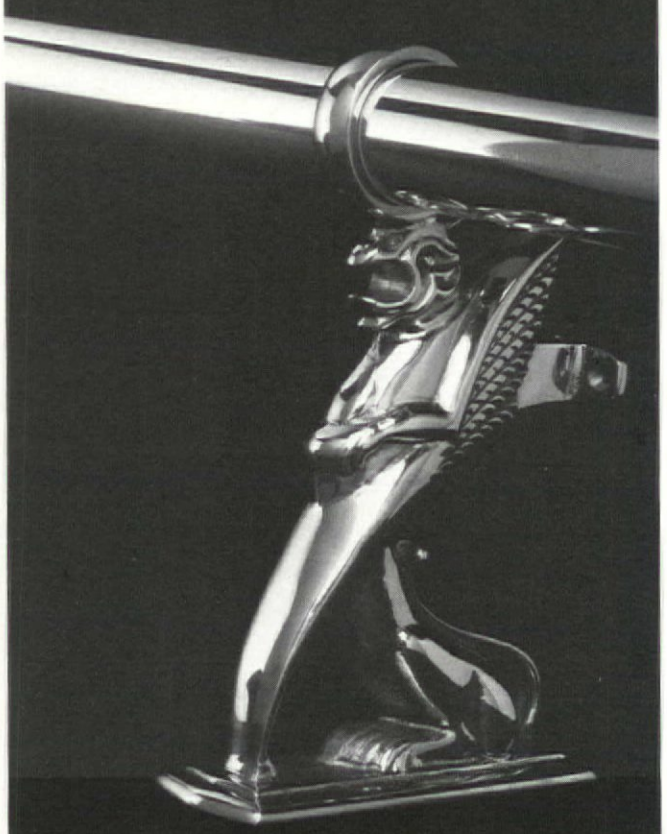
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Vol. 25 No. 9

October: Executive Buyer Edition/Banks—With bonus circulation to 5,000 bank presidents and board chairmen, this issue overviews installations in banks and financial institutions, as well as the newest in Bank Furniture and Furnishings. Specifier's Fabric Market Report examines latest contract textile designs. Furniture Component & Hardware Source Guide provides comprehensive listing of suppliers of these products. Issue also previews International Hotel/Motel & Restaurant Show, November 13-16, New York.

November: Executive Buyer Edition/Offices—Issue reaches an additional 5,000 office managers and facility planners with the latest on Office Innovations, office design as relates to technology. Office Products Showcase includes furniture/furnishings for the workplace. Also: desk accessories, leather furnishings review, and special Institute of Business Designers (IBD)/CONTRACT Magazine Product Design Competition Award Winners. "Audience-Plus" issue circulates to 2,000 Canadian contract architects and designers.

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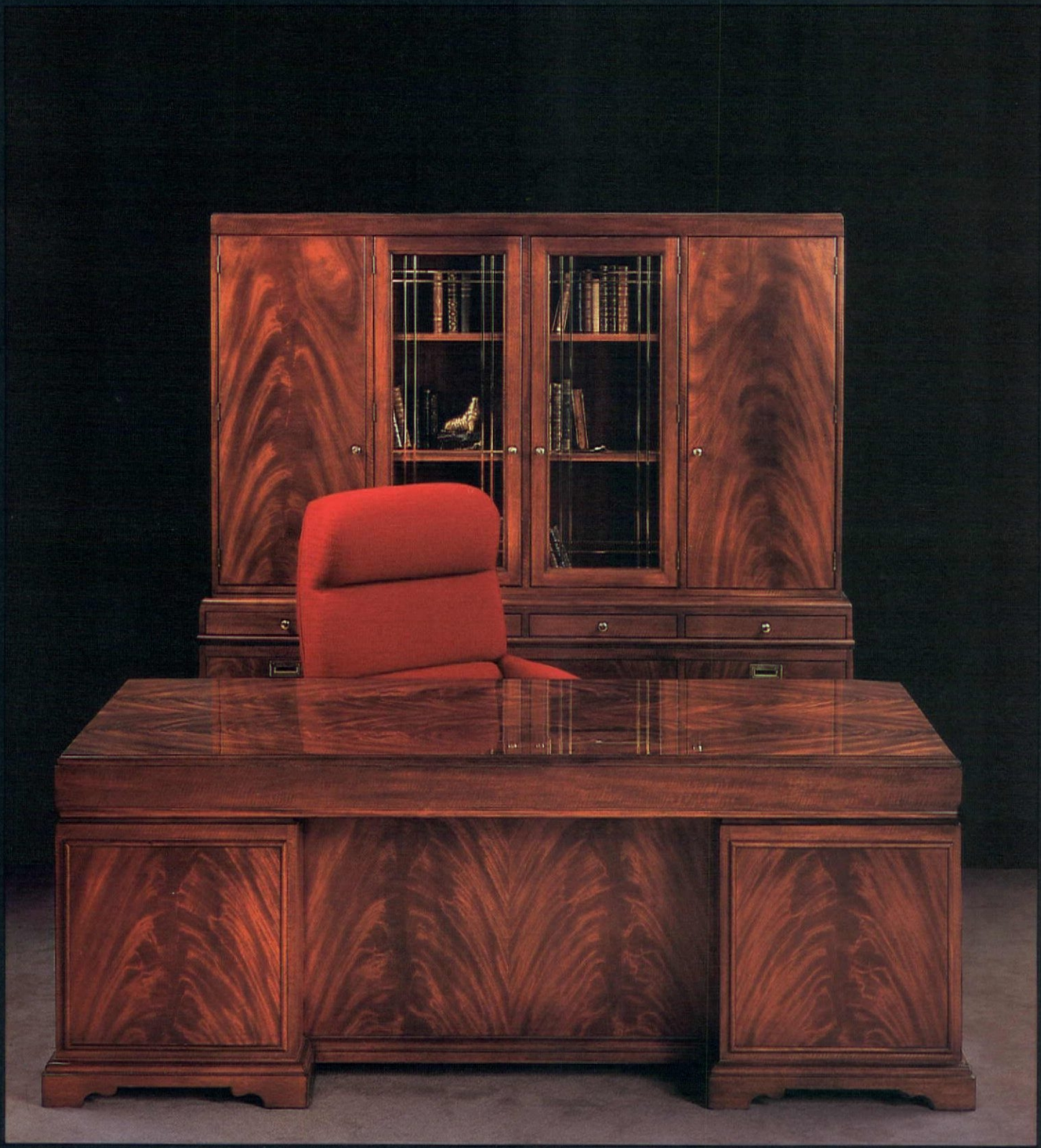
Designed for designers and priced for volume end-user specification, our Transitional Collection is a total commitment to product quality.

Note the full-bodied, high lacquered sheen. The rich, natural wood designs. The overall strength and beauty of this product line.

Now, compare our Transitional Collection to other higher priced products you've specified. Compare quality. Compare the craftsmanship to the smallest detail. Compare the value. We think you'll choose our Transitional Collection. Yes, it's from Hesco.

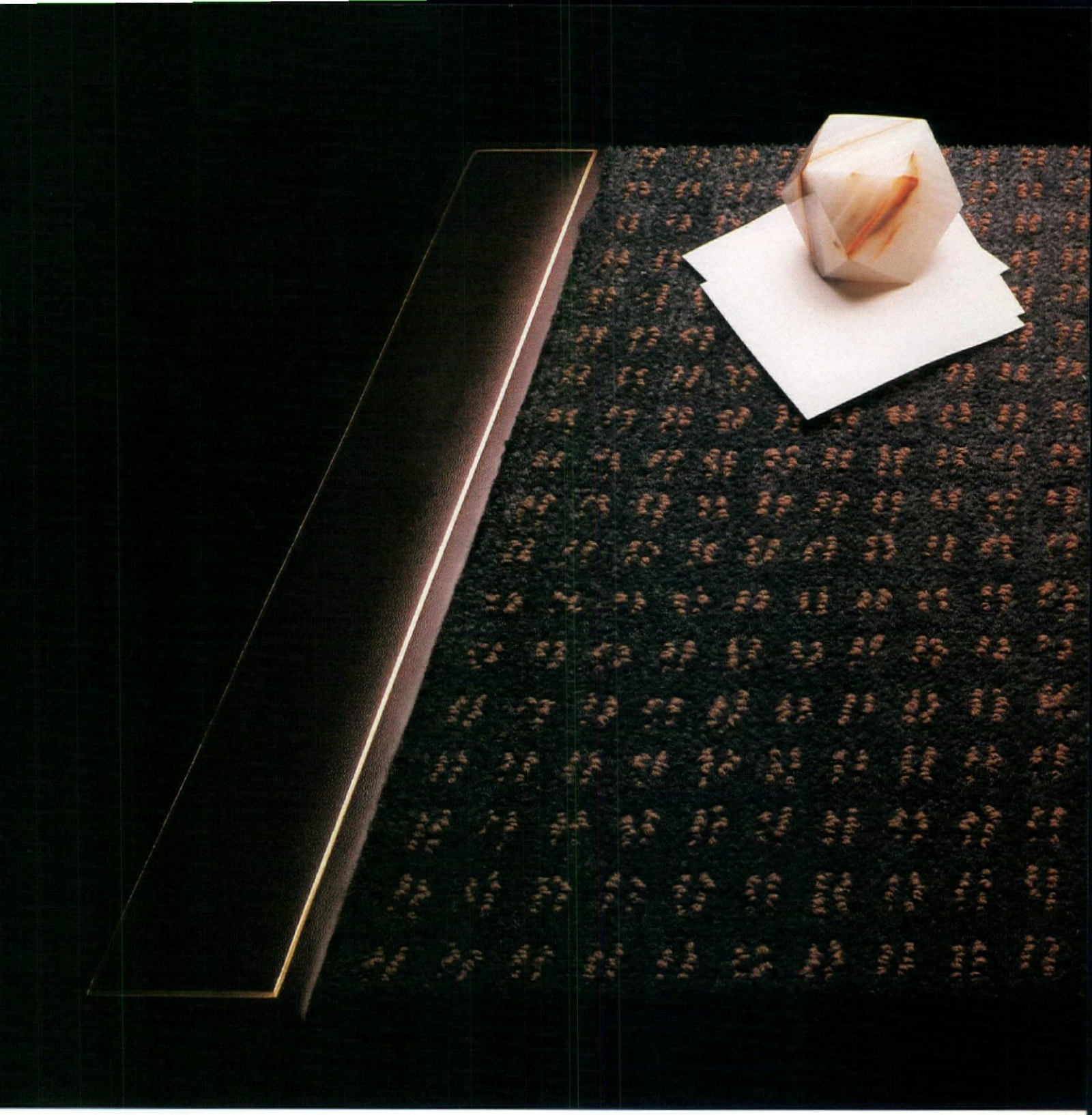
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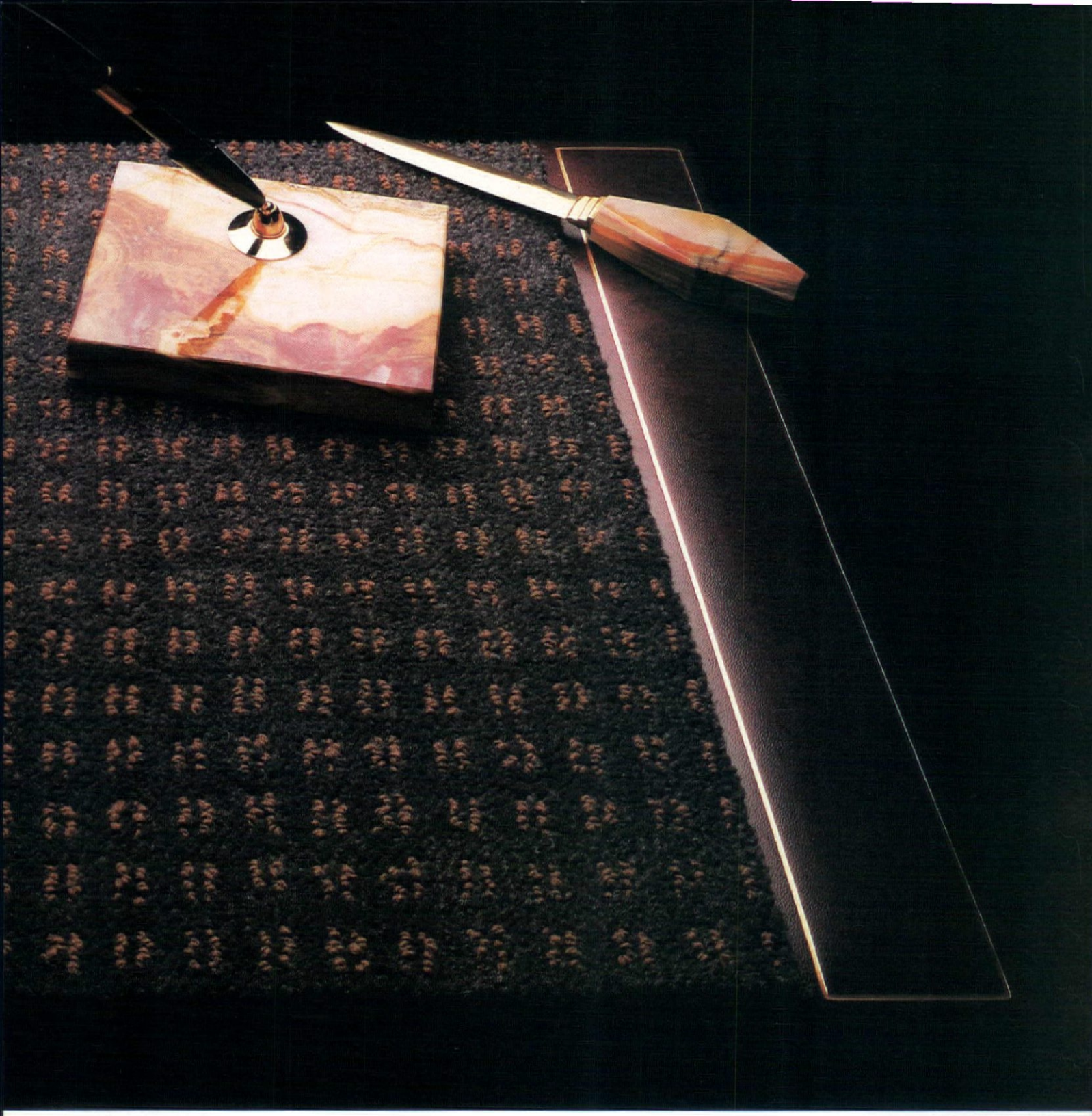
RICHNESS IN WOOD



In offices: Carpets of Antron® perform with style.

Circle 5 on reader service card

*DuPont registered trademark. DuPont makes fibers, not carpets.



Outstanding performance. Tremendous selection of styles. No wonder carpet of DuPont ANTRON* nylon is specified more than any other commercial carpet.

DuPont works to satisfy your design needs with fiber styling innovations that help mills produce a wide variety of colors, styles and textures. In fact, the largest variety in any one carpet fiber.

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And all carpets of DuPont ANTRON provide the outstanding performance you would expect. Soil-resistance and wear-resistance that mean lasting beauty and easy maintenance.

So whether you're designing space to impress the heads of industry or just to take the pressures of daily traffic, there's no better choice than carpet of DuPont ANTRON.

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In fact, it still looked new. DuPont analyzed our 18" x 18" squares and found Fortress had less than one percent fiber loss. And we'll send you a sample to prove it.

Send away for your own piece of tile from the Knoxville World's Fair.

See for yourself how Fortress Tex-Tiles® modular flooring is ideal for all your heavy traffic job specifications. You'll have modular flooring crowds can walk all over. But it will be flooring your budget can stand.



DUPONT ANTRON XL

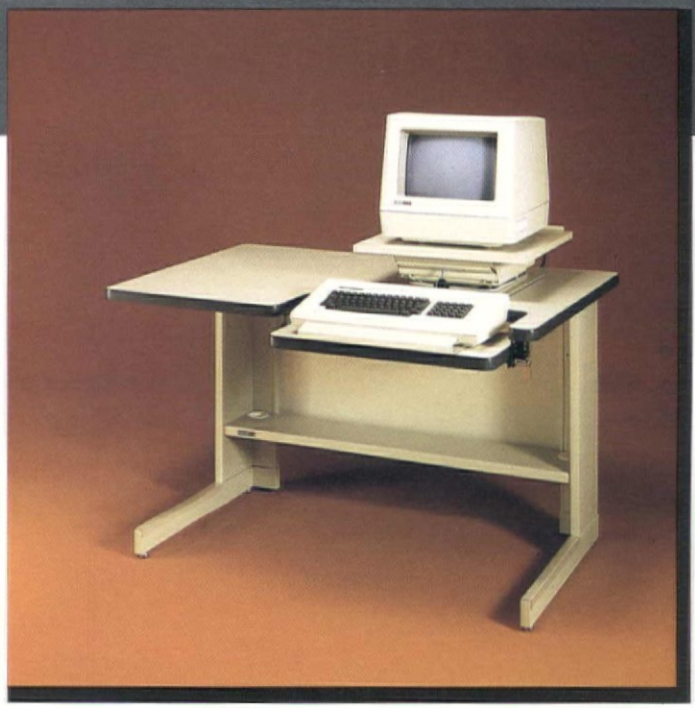
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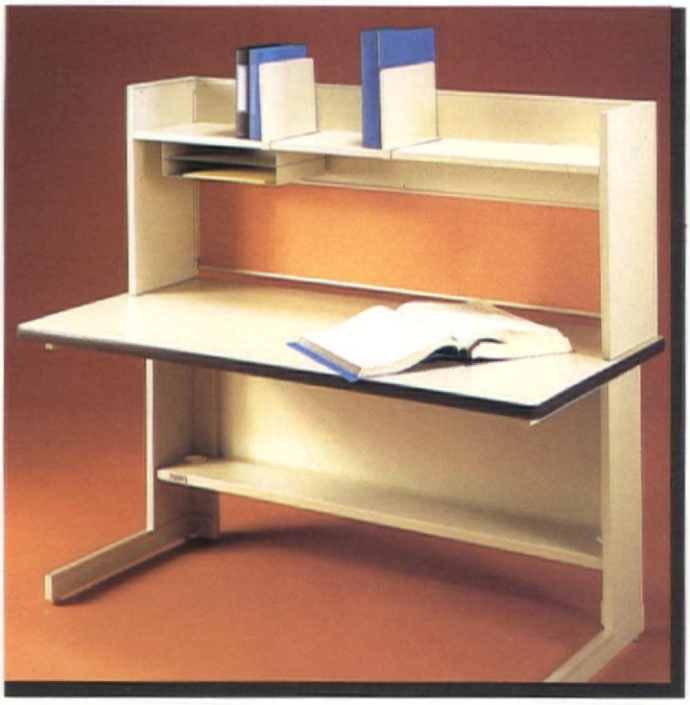
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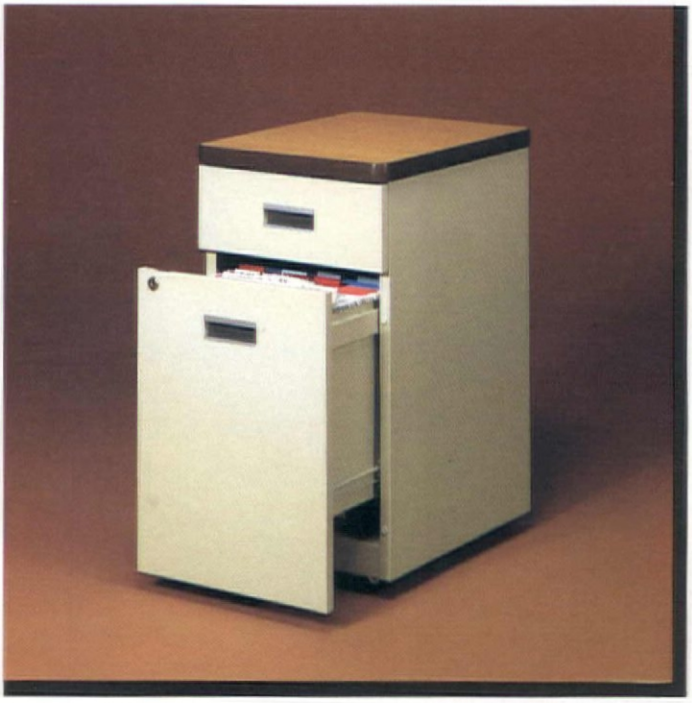
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The **Electronic Environment®** offers ergonomic work stations in limitless configurations for efficient use of computer hardware.

Now, the **Electronic Environment®** can be specified with oak work surfaces; an alternative to our already popular putty-colored worktops.

The new, sixteen page **Electronic Environment®** catalog highlighting this entire line of computer furniture is a spectacular sales tool. For your copy, contact: **Marvel Metal Products Company**, 3843 W. 43rd Street, Chicago, Illinois 60632. **Toll Free: 800-621-8846.** In Illinois call 312-523-4804.

marvel!

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THE SETTING—15 in-town, easily accessible acres of natural beauty. Graded with groves of trees and a lake.

THE CENTRE—A sleek 200,000 square feet of furnishings galleries. (Future expansion will double the size). Two levels embellished by an atrium, fountains, landscaping, and an open-air pavilion.

THE SHOWROOMS—Precisely crafted, richly detailed spaces. Move-in ready with extra finishing allowance. Ample front-door parking and backdoor delivery convenience. Responsive on-site management.

THE RESULT—Marketing for the final phase is now underway bringing the total footage of The Interior Resource Centre to 425,000 square feet. The final phase reserves a 90,000 sq. ft. building strictly for contract showrooms. Put yourself in your element, and join the premier design center in Houston.

PHASE I

EAST BUILDING
upper level—

Craig Shirk, Inc.
Phillips Gallery
Robert Allen Fabrics
Westgate Fabrics

lower level—

Craig Shirk, Inc.
F. Schumacher & Co.
Phillips Gallery
S. M. Hexter Co.

WEST BUILDING
upper level—

Designers Kitchen & Bath, Inc.
McKowey Gallery
Seabrook Wallcoverings, Inc.

WEST BUILDING
lower level—

Brendan M. Bass, Inc.
Design Showrooms, Inc.
Earl L. Harris Jr., Inc.
Leather Designs, Inc.
Pettigrew Associates, Inc.

NORTH BUILDING
upper level—

ASID
Design Resources
John Edward Hughes, Inc.

lower level—

John Edward Hughes, Inc.
Louis D. Beil & Associates, Inc.
Maxfield, Inc.
Thomas L. Gilbert, Inc.

PHASE II

Allen Properties
Ellouise Abbott Showroom

NOW MARKETING CONTRACT

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713/965-0301

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TROPITONE
LEE L. WOODARD SONS
WRIGHT TABLE CO.
ZIMPORTS

Wood system warms the 'Hart'

Dear Editor: We were pleased to see the article on the Hart Building in the June issue of CONTRACT. Our wood open plan system, INTERACT®, shown on p. 154, installed in September 1982, has proven the benefits of research in terms of personnel morale and productivity that has been realized.

As stated by Paul Goldberger in *The New York Times* on January 25, 1983, the INTERACT® wood system, approved for use throughout the building, "brings real warmth and style to what otherwise might be a dull interior office environment."

RUTH A. BEALS
Design Director
Acoustical Screens Corp.
East Longmeadow, MA

Always a president at IALD

Dear Editor: I am writing in reference to a news item on p. 36, April, 1983 issue, CONTRACT titled "Lighting awards planned by IALD in '83."

According to the story, the International Association of Lighting Designers (IALD) did not have a president between 1977 and 1980. I would like to state for the record that the facts are incorrect; I should know, because I was the president of IALD during the 1978-'79 period.

Furthermore, as a result, I was appointed to serve as one of the judges of the IALD awards program. I hope you will inform your readers that IALD always had, has now, and will always have a president at its helm.

JULES G. HORTON, PE, IALD
President
Jules G. Horton Lighting Design Inc.
New York

Editor's Note: And they were very good years! Our apology for the omission.

Meet contract agreements

Dear Editor: When the negotiations are completed and the services are performed, the designer and client will not care "how" the services were negotiated if "what" has been provided is inappropriate.

As the author of CONTRACT's March issue article "Negotiations Should Satisfy All Parties" (page 108) indicates, this process involves learning many important communication skills. However, I suggest that the emphasis of negotiation should always be the development of a clear agreement which becomes the basis for performance of subsequent design services.

MARIANNE STEWART, RA, IBD
Hugh Stubbins & Assoc.
Cambridge, MA

Let's make things perfectly clear

Dear Editor: In the headline of the Contract News article, p. 82, May 1983 issue, you refer to the Decorative/Design Center as the Houston design center. The Houston Design Center is a project located at Greenway Plaza and is a joint venture between Century Development Corporation and Mischer Development, Inc. We have done extensive advertising using this name. The project referred to in your article is called The Decorative Center of Houston. The Decorative Center of Houston has been enjoined from using the name "Decorative/Design Center of Houston" or any similar name.

Please exercise caution in the future to avoid confusing our project with either the "Decorative Center of Houston" or the "Interior Resource Centre of Houston."

MELVYN H. BLUM
Senior Vice President
Century Development Corp.
Houston, TX

Editor's note: The headline on p. 82, May 1983, CONTRACT, in no way intended to confuse readers. It was, rather, a generic reference to the project mentioned in the article. Thank you for your update on proper names for Houston properties.

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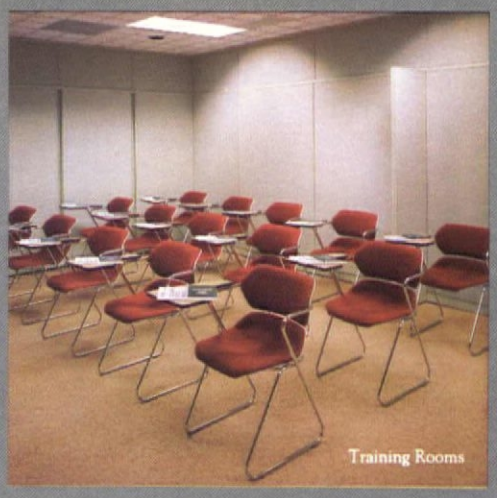
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ASID presents eight Int'l. Product Awards for outstanding innovation in '83

Boston—International Product Design Awards for eight products were given by the American Society of Interior Designers (ASID) at its annual National Conference and International Exposition of Designer Sources, recently.

Two awards went to Art People; and one award each went to Knoll International, Formica Corporation, Jack Lenor Larsen, Kimball International Inc., Litelab Corporation, and Brueton Industries which were honored with innovative product development and manufacturing. Honorable mentions were given Castelli Furniture and Fixtures Furniture.

Winning products include "Orion" and "Nighthawk" by Art People. Gary and Carrie Golkin designed the iridescent "Orion" cotton in a muted palette.

"Jhane Barnes Collection" designed by fashion/textile designer Jhane Barnes for Knoll International was cited by judges for its "rich textural quality, modernity, and beautiful use of color."

"Colorcore," the widely acclaimed laminate breakthrough from Formica Corporation, received an award for a "revolutionary solution to make laminates elegant."

Ernst Dettinger's "Klasse/Klassic" chair for Jack Lenor Larsen was honored for its "contemporary interpretation of classic design" and its "elegant sculptural quality."

"Remote Centra Locking System" from Kimball International Inc., designed by an in-house staff, was selected for its "technical acchievement in hardware that helps simplify workplace security," according to jurors.

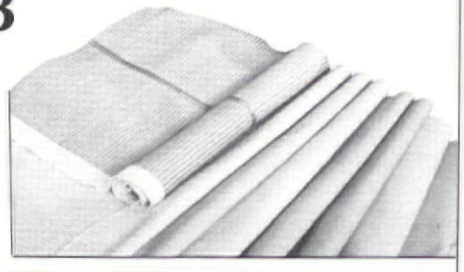
"Innovative use of miniature lighting techniques and effects" was noted by judges in Litelab Corporation's "Microlume." Designed by Paul H. Gregory, the product was chosen for its "elegance in presentation and housing, as well as flexibility in spacing of the lamps," a jury spokesperson said.

"Visual appeal as a powerful accent" was the response judges gave the "Zephyr Table" from Brueton Industries. Designed by J. Wade Beam, the table was commended for its "engineering achievement resulting in a piece both sculptural and functional."

Honorable mentions were given "Penelope," a chair by Charles Pollock for Castelli Furniture, plus "Flip Seat," designed by David Goodwin for Fixtures Furniture.

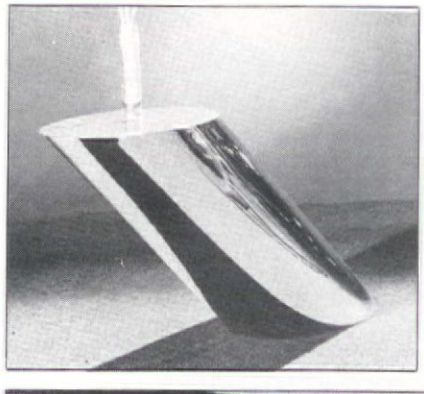
Awards jurors were Susan Foreman; Peter Robbin, Donghia Associates Inc.; Michael Saphier, FASID; Barbara D'Arcy; and Anne Fallucchi, editor/associate publisher, *Facilities Design & Management* magazine.

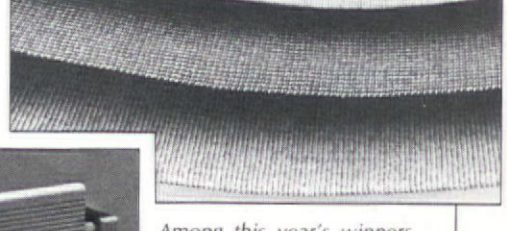
Presentation of awards was made by Martin Elinoff, FASID, national president, ASID; and William Richards Whaley, FASID, first vice president/president-elect, ASID.

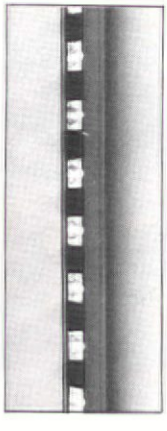


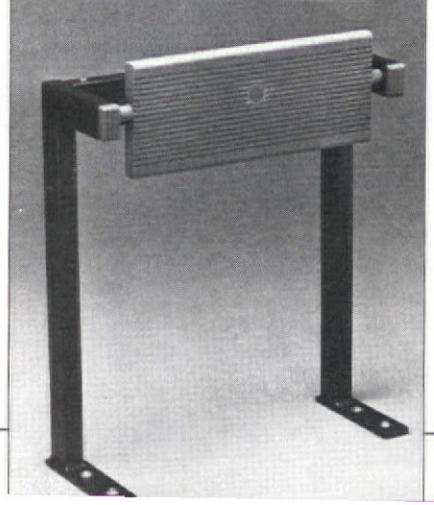








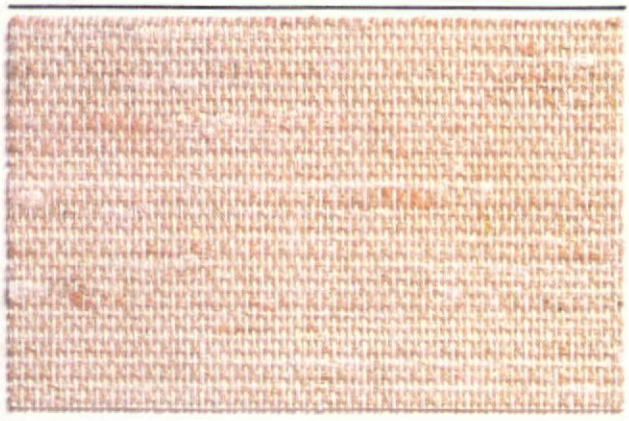




Among this year's winners are (clockwise from top r.) "Orion" and "Nighthawk" from Art People; Kimball's "Remote Centra;" "Zephyr" by Brueton; Jhane Barnes' textiles from Knoll; "Flip Seat" by Fixtures; Litelab's "Microlume;" and "Penelope" by Castelli.


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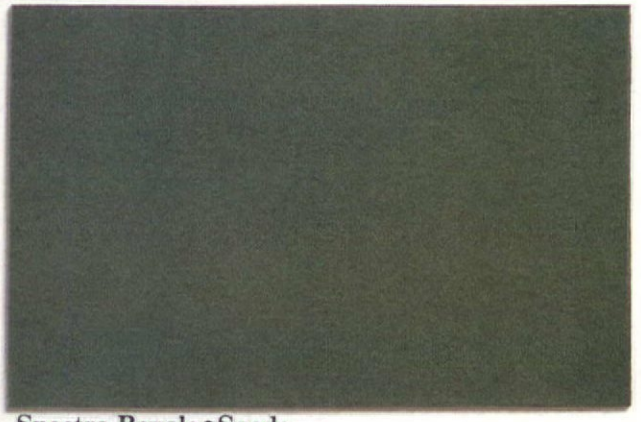
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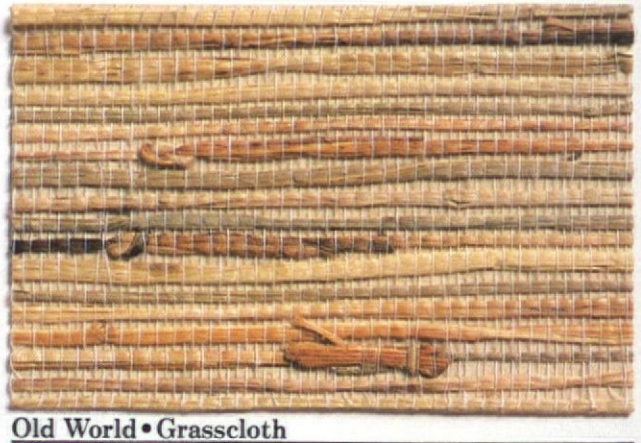
Crown Jewel • Warp Lay



Royal Elegance • Silk



Spectra Royale • Suede



Old World • Grasscloth

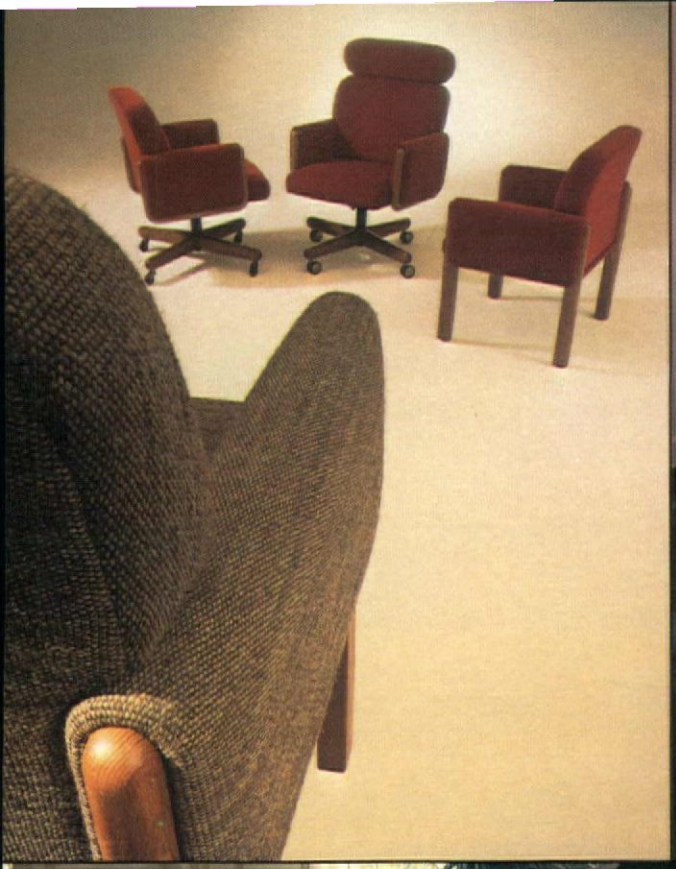
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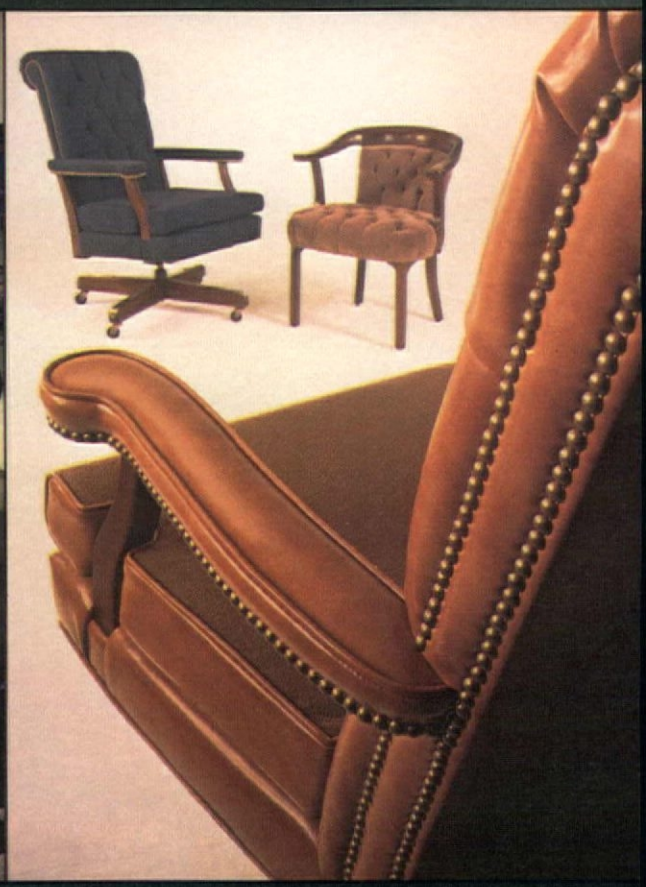
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Photo taken at the corporate headquarters of Data General, Westboro, MA.

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'How safe is the total office environment?' is BIFMA seminar inquiry in Chicago, September 20

Chicago—Office worker health and safety becomes the Business and Institutional Furniture Manufacturer's Association's focus at a seven-hour symposium on "Office Design Befitting The Human Condition," September 20 at the Merchandise Mart.

Fifty experts and specialists in office interior sciences will address topics including human factors furniture design, interior design, lighting, acoustics, climate control, and aspects of facility management in the first-ever interdisciplinary program on office worker health and safety.

Scheduled at the Mart from 9:30 a.m. to 3:30 p.m., the program consists of educators, designers, design institute executives, officers of the Institute of Business Designers (IBD), officers of the American Society of Interior Designers (ASID), press members, and corporate officials. Describing the seminar, Stephen D. Channer, executive director, BIFMA, says, "Its purpose is to provide a forum for interested parties to express their individual or collective concerns in a positive manner and to establish short-term and long-term goals and objectives for implementing constructive recommendations.



"Management cannot view furniture purchases as frills. Instead, managers should regard them as an investment to boost productivity."—Channer, executive director, BIFMA.

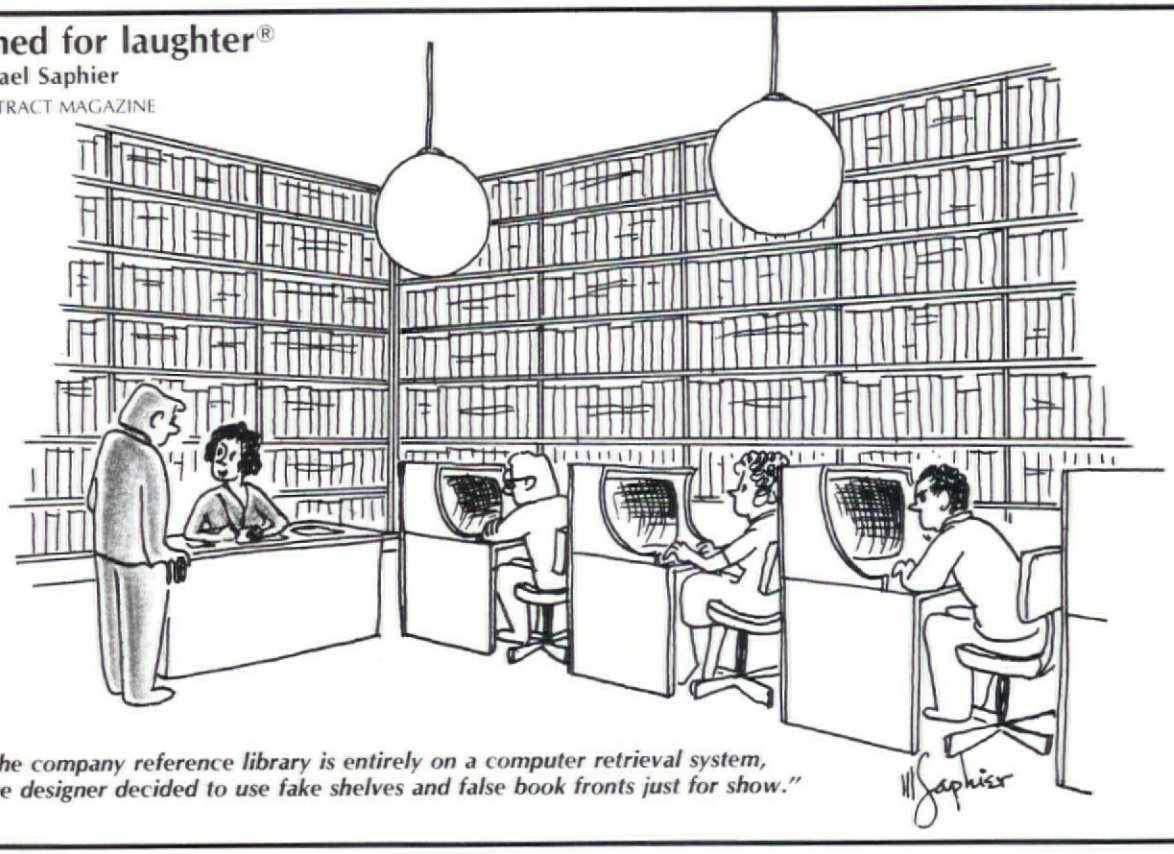
"The long-term goal is to formulate criteria to insure that our industry continues to produce the best possible human-factored products. Our goal is to see to it that the end user is provided with the best possible worker/tool/environment interface."

Among invited participants are: Channer; Charles Abernathy, Ph.D., Digital Equipment Corporation; David Armstrong, Facility Management Institute; Robert Arndt, Ph.D., University of Wisconsin at Madison; Felicia Barge, Acoustics and Noise Control Research, Westinghouse; Frank Becker, Ph.D., Cornell University; and Michael Brill, Buffalo Organization for Social and Technological Innovation (BOSTI).

Additional invited speakers include: Jane Brody, health editor, *The New York Times;* A.H. Brogan, Furniture Commodity Center, General Services Administration; David Cooke, FIBD, past president, IBD; John Connell, Office Technology Research Group; Len Corlin, co-publisher/editor, CONTRACT; Jack Curtis, acoustical consultant; Marvin J. Dainoff, Ph.D., author, Study For National Institute of Occupational Safety and Health (NIOSH), Miami (Ohio) University; Frank Duffey, Orbit Study, Duffey, Eley, Giffone, Worthington Architects; and Robert Dunlop, Xerox Corporation.

(Continued on p. 50)

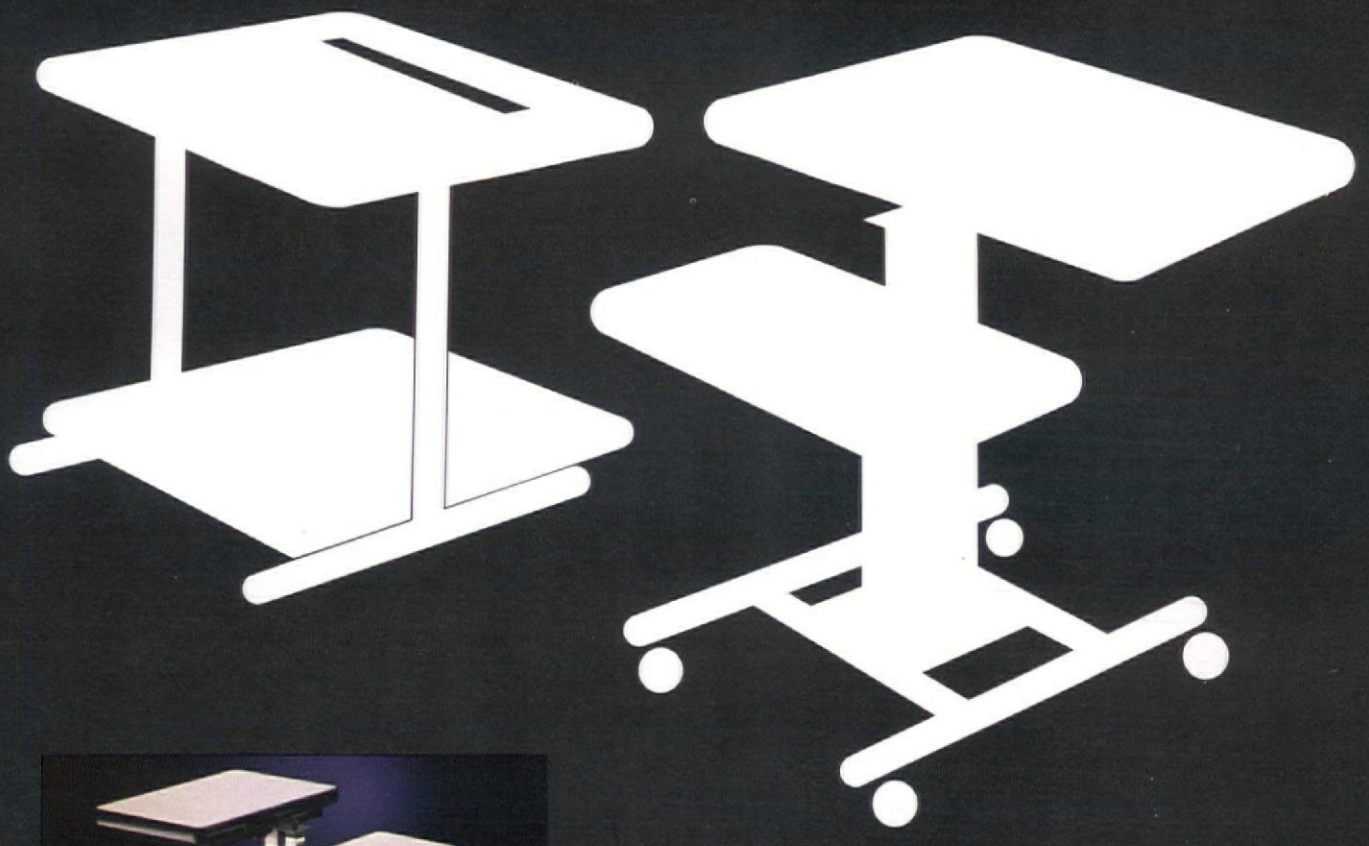
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FOR CONTRACT MAGAZINE



"The company reference library is entirely on a computer retrieval system, but the designer decided to use fake shelves and false book fronts just for show."

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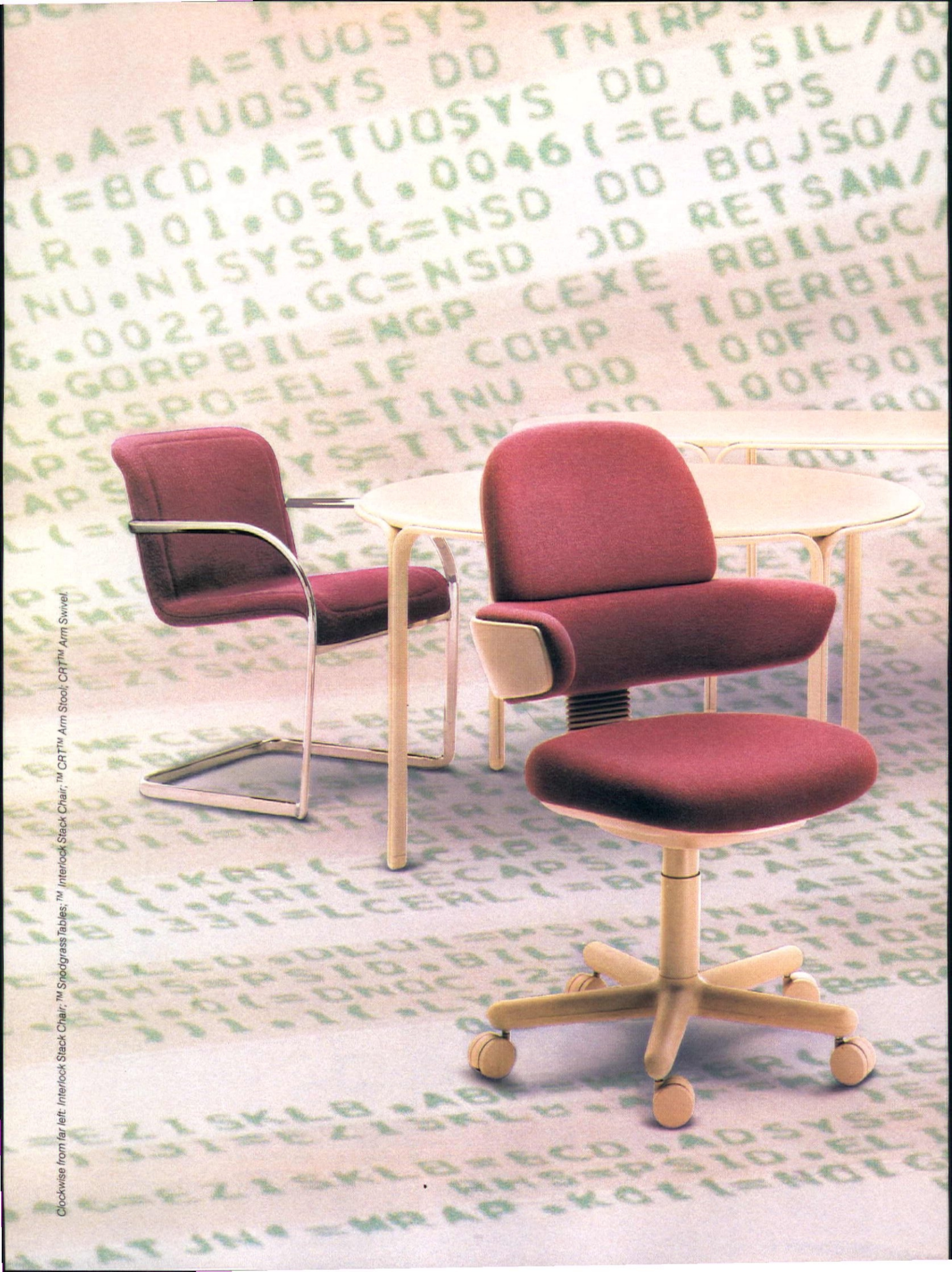


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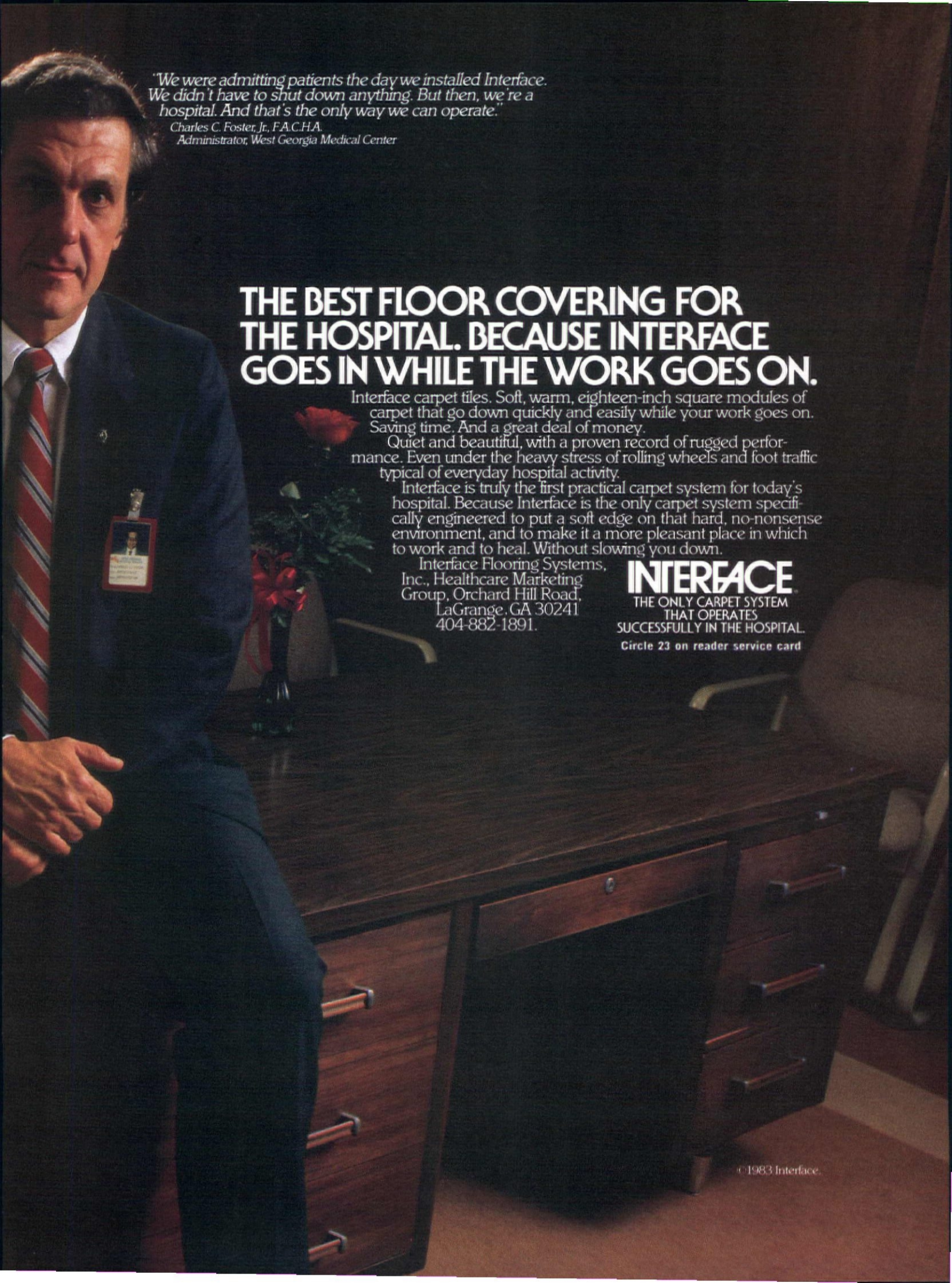
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30 speakers scheduled November 9-10 at CONTRACT/*Facilities* CAD seminar

New York—Thirty speakers and technology experts will join forces November 9-10 at the Computer-Aided Space Design & Management Conference co-sponsored by CONTRACT and *Facilities Design & Management* magazines, both Gralla publications.

This marks the fifth annual CAD conference aimed at designers, facility executives, financial and administrative vice presidents, architects, and space planners. Programs and seminars cover a variety of topics, and a display/exhibit area permits a first-hand look at CAD systems.

Wednesday's program sessions include *"How to Analyze Your Specific Computer Needs"* with Les J. Cranmer, senior vice president, Interspace Inc.; Carol E. Farren, planning manager/facilities department, Warner Communications Inc.; and Gary H. Silver, director, facility programming, Hellmuth, Obata & Kassabaum.

"How to Upgrade Your Current Computer System" is led by Marshall A. Graham, senior vice president, Environetics International Inc.

For those who are new to computer systems and programming, *"How to Get Started: An Introduction to Computer Applications"* features speaker John R. Adams, associate director, Facility Management Institute. In addition, novices will be interested in the session, *"How to Negotiate a Computer System/Software Maintenance Contract"* featuring Richard Raysman, partner, Brown, Raysman & Millstein.

Three roundtable sessions are devoted to facility managers, interior designers, and architects. *"End-Users Roundtable: Facility Managers"* includes panel members Stephen Binder, assistant vice president, Citibank, N.A.; Kreon L. Cyros, director, Office of Facilities Management Systems, Massachusetts Institute of Technology; Ronald Goodrich, director, research and analysis, Cushman & Wakefield; and Robert L. Hamilton, Jr., manager, Facilities & Planning, Merck & Co. Moderator is Anne Fallucchi, editor/associate publisher, *Facilities Design & Management* magazine.

"End-Users Roundtable: Interior Design Firms" features panelists Cranmer; Morton Glatstein, president, Interior Facilities Associates Inc.; and Suzanne Kasler, president, Kasler & Associates Inc. Moderator is CONTRACT co-publisher/editor Len Corlin.

"End-Users Roundtable: Architecture/Engineering Firms" includes Alan M. Hantman, assistant chief at architect, Gibbs & Hill Inc.; Roger Pratt, partner, Cooper, Pratt & Vallhonrat; Silver; and moderator Corlin.

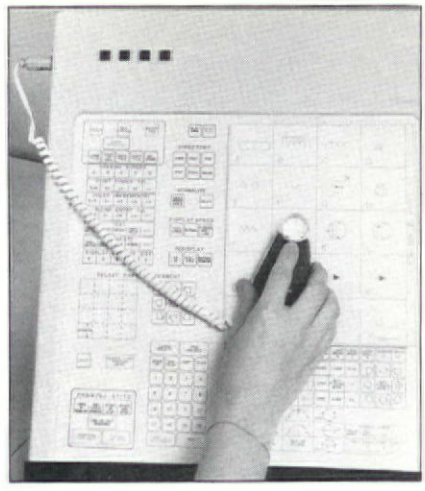
Concerns of lighting, acoustics, and ergonomics relating to computer use are addressed in *"How the Computer Fits Into the Work Environment"* with Sylvan Shemitz president, Sylvan R. Shemitz & Associates; James E. Sulewsky, president, Acoustical Design Inc.; and Samuel Clarke, president, Corry Jamestown Corp.

Thursday's programs begin with *"How to Use Software Programs for Facility Management"* led by Lee Hales, management consultant.

Outlining the need for team planning approaches to automation programming is *"Office Automation Forecasting"* which includes speakers Binder; Hamilton; William G. Krebs, senior vice president, Interspace Inc.; and Duncan Sutherland, director, office automation, WANG; moderated by Roberta Walton, managing editor, CONTRACT.

Basil T. Callimanis, president, Facilities Management Consultants; and Edward A. Toran, senior design manager, ISD Inc. will address *"Microcomputer Applications for Design/Drafting and Facility Management."*

"How to Use Software for Real Estate Management" is led by James Boyce, president, DFI Systems. Larry Dumpert, account manager, N.P.S. Automation Services, addresses *"CAD-Architecture and Interior Space Planning Applications."*



Computer-aided design and drafting highlights exhibits and displays at Gralla's fifth conference devoted to the high-tech subject.

Addressing the use of computers in inventory management is the session on *"Furniture Bar Coding"* which features Ralph Irons, software consultant, CORE Div. Herman Miller Inc.; and Alan Wilson, senior vice president, RMM Inc.

Participants in the Information Center/Display Area are: Scanning Technology Inc.; Arrigoni Computer Graphics, California Computer Products Inc., CORE Div. Herman Miller Inc., DFI/Systems, Resources Dynamics Inc., Sigma Design Inc., Summagraphics Corp., Massachusetts Institute of Technology Office of Facility Management Systems, and Plasimetron Inc.

For registration forms and information contact: Hilary Plunkett, Gralla Conferences, 1515 Broadway, New York, NY 10036; 212/869-1300.

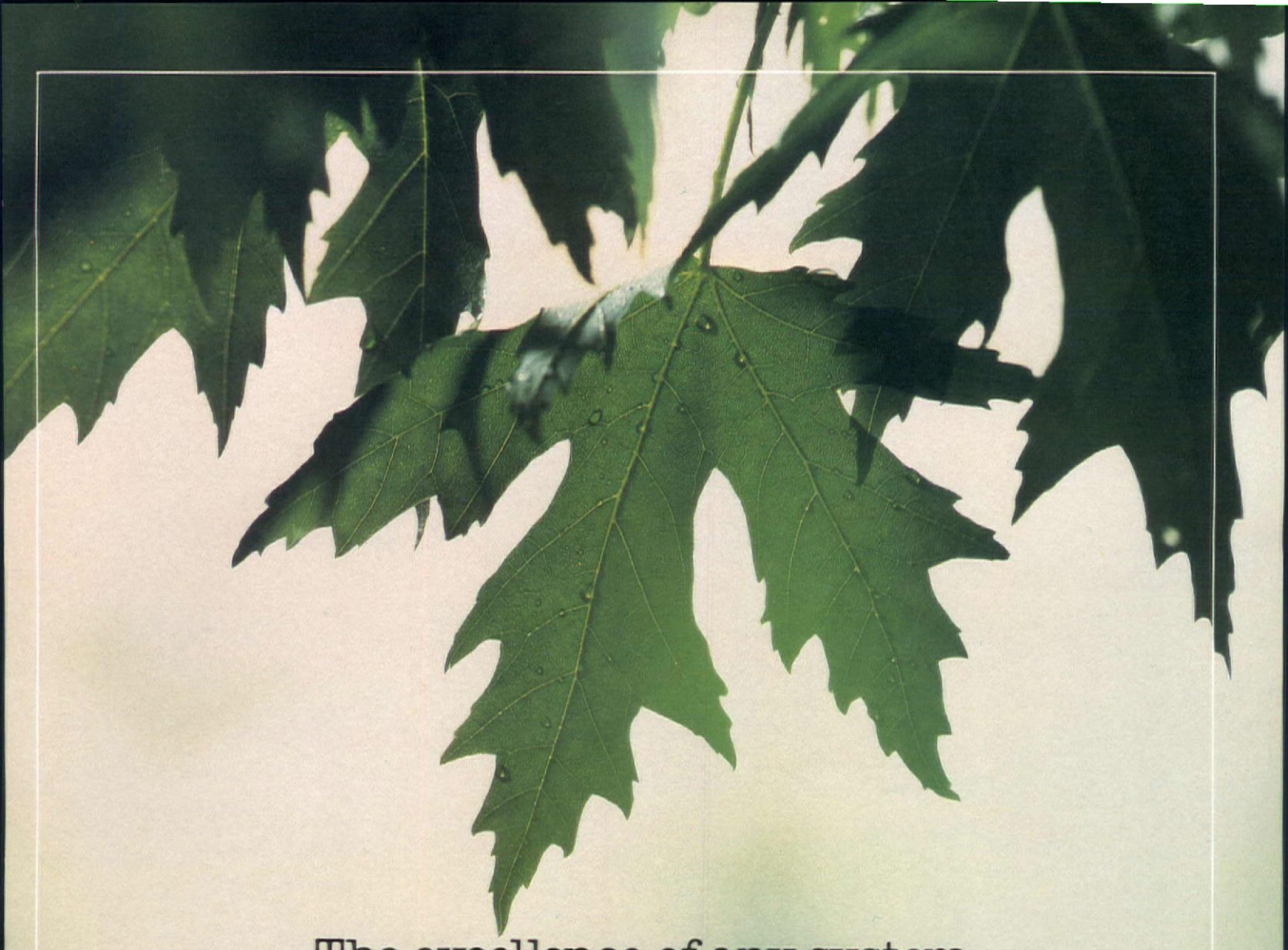
Designwright makes debut at ASID conference

Boston—Designwright™ computer system, a turnkey package of hardware and software for design professionals, was introduced recently by the American Society of Interior Designers (ASID) at its national conference in Boston.

ASID officials called the move "a dramatic departure from the traditional role of a professional association." The final product and marketing effort is the result of six years of research.

The Designwright system's marketing program is two-phased: testing/feedback and distribution. ASID Computer Systems Inc., is the wholly-owned subsidiary of ASID which handles the new computer business and offers computer-aided design and drafting (CADD), accounting/financial management, and processing.

Information on the system and its capabilities is available through ASID Computer Systems Inc., 1430 Broadway, New York, NY 10018.



The excellence of any system depends on the excellence of its parts.

Systems office furniture is no exception. And a thorough appraisal of such a system must include an examination of its parts.

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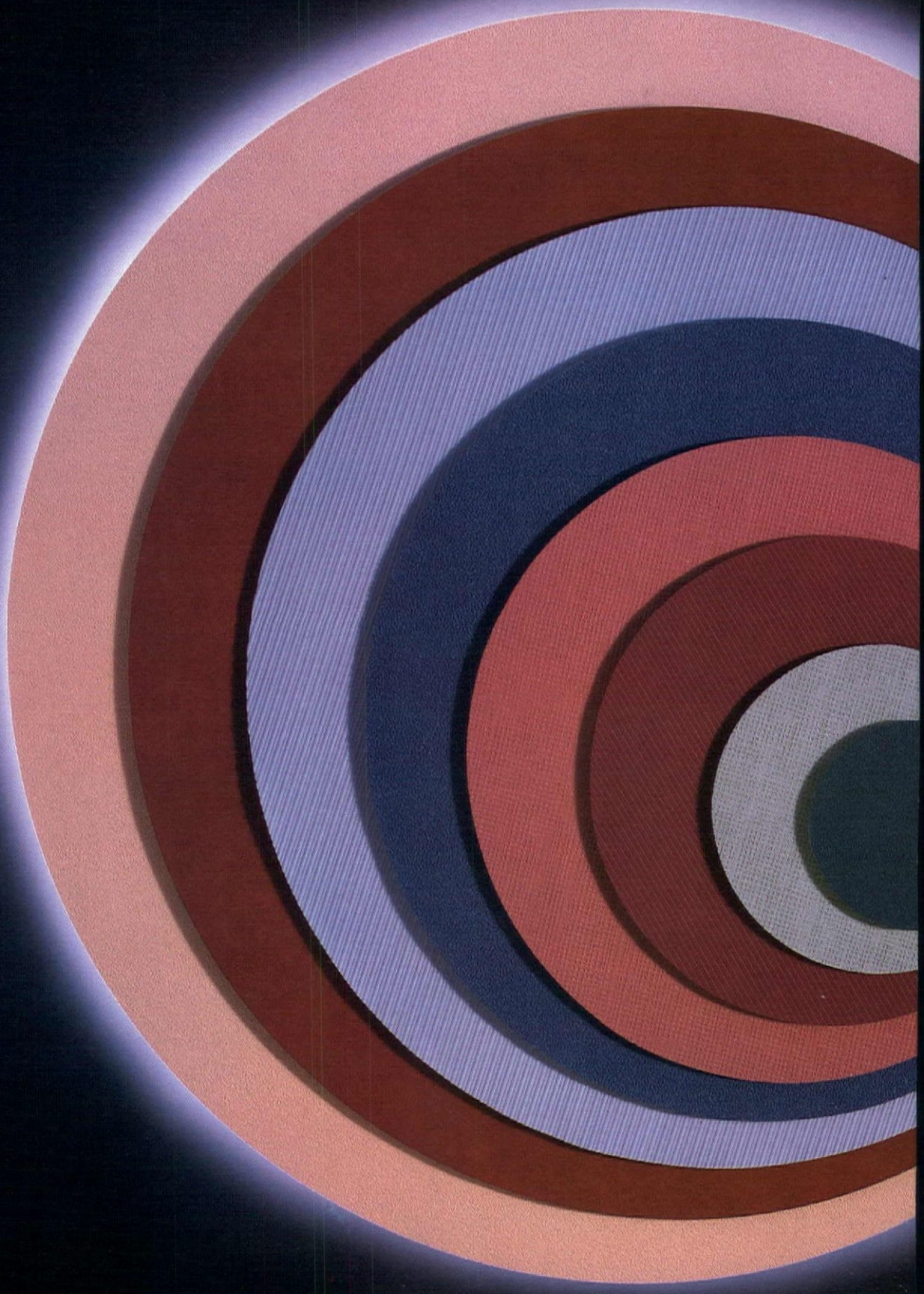
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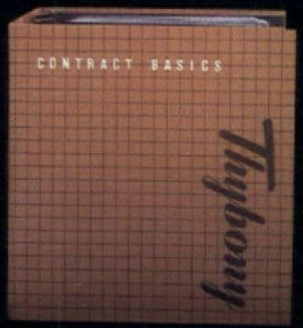
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GRAND RAPIDS

Josephson, Intertech acquire contract firms as trend continues

New York and Denver—Josephson International Inc., New York, recently announced its agreement to acquire National Interior Contracting Organization Inc. (NICO) for $12.5 million, according to John C. Archibald, vice chairman, Josephson. In a separate agreement, Intertech Inc., a Colorado holding company, has acquired three Denver-based companies involved in tenant construction and distribution of office furniture systems. The announcement was made by Richard Wilson, Jr., president, Intertech; and James Ellsworth, executive vice president. Both agreements indicate further trends toward acquisition and consolidation in the contract industry.

Intertech's newly acquired firms are American Business Interiors Inc., which will become Intertech Business Systems Inc.; Premier Builders Corporation, general commercial contractors, which will be known as Intertech Contractors Inc.; and Intercon, a tenant finishing firm.

Those companies will remain autonomous, with separate management and facilities geared to specialization in their particular markets.

According to Wilson, "Bringing all companies under the holding company will improve our ability to provide a total package for clients, yet will not jeopardize the independence of each."

Josephson's agreement complements an existing Office Products Group of office furniture dealers operating in Houston, Los Angeles, Minneapolis, San Diego, and San Francisco. NICO senior executives Salvatore Zizza and Howard Lazar will continue with the firm.

For an in-depth look at Josephson International's dealer acquisitions, see the August issue of CONTRACT.

Intertech goes 'a la carte'

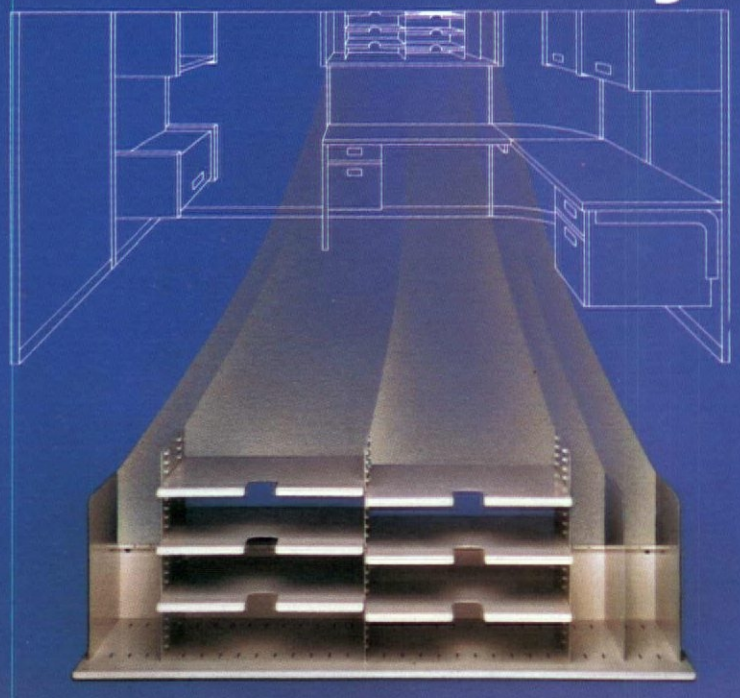
Another trend at Intertech is the Business Systems branch's "a la carte" buying option. CFA, a new division of Intertech Business Systems Inc., features independent field agents selling furniture only—with customers arranging for traditional dealer services such as installation and delivery.

President Dale Anderson claims the new company is designed for the knowledgeable buyer who wants to save money by reducing overhead costs and mark-ups. He continues, "The independent agent makes an excellent commission; Intertech get a small piece of the pie; the customer gets a better deal; the manufacturer knows their products are getting top billing."

Intertech's CFA handles five office furnishings lines. Anderson reports customer reaction has been positive; the least favorable reaction has been from large furniture manufacturers who want to preserve traditional dealerships. "All others we've talked to, especially the mid-sized and smaller manufacturers, want to see the market change," Anderson continues.

Donna Dillinger, Intertech Business Systems general manager, comments, "It's like an a la carte menu; you order items individually and pay accordingly. The only way it differs from a menu is that generally when you order the full dinner there is a savings over buying items separately." She explains, "Here, it's the other way around. Usually, the customer will save money because of the lack of overhead and mark-ups."

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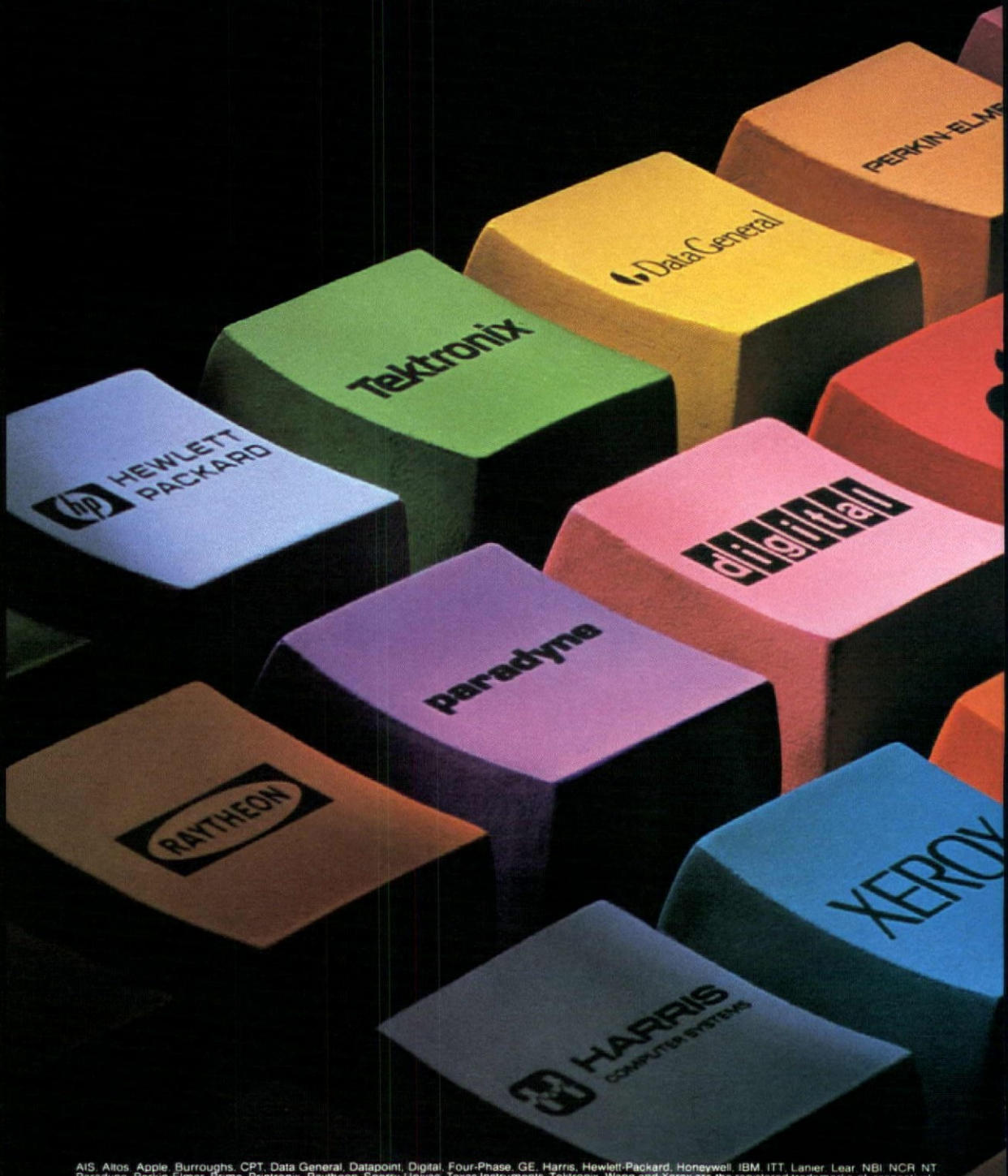
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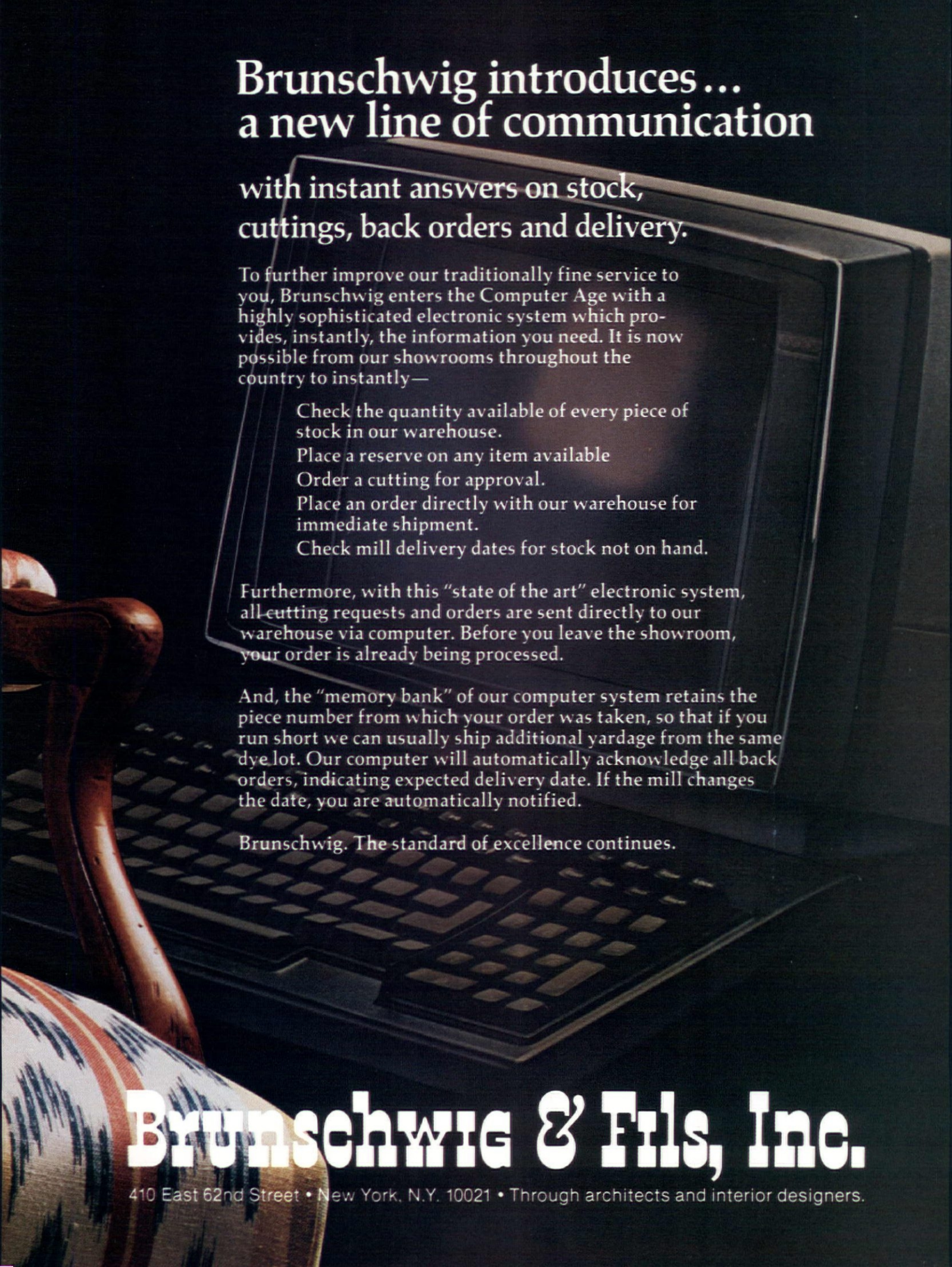
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Wool Bureau/AIA Co-sponsor Archifest during CONEXION

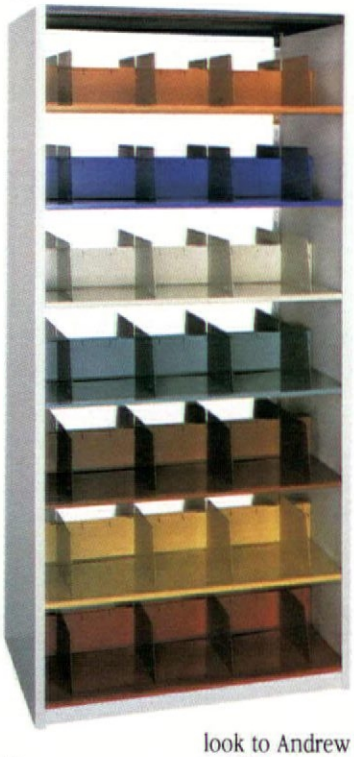
Atlanta—Celebrating this city's architecture and the "built" environment is the reason for Archifest, October 17-23, scheduled this year to coincide with the Southeast contract market CONEXION.

Sponsors are Atlanta Chapter/ American Institute of Architects (AIA) and The Wool Bureau Inc., according to Tony Aeck, chapter president, Atlanta AIA. Activities include a children's walking tour, art exhibition by area architects, and a residential tour.

According to Vincent A. Murdico, The Wool Bureau director of marketing, carpets, "Archifest promotes better architecture and an active appreciation of it by the public."

Other sponsors include the Georgia Council for the Arts, Colony Square, and the Fulton County Commission.

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Ontario contract show slated for Chicago

Toronto—Canadian contract furniture will be shown September 26-28, Chicago, in an event sponsored by the Government of Ontario.

Participating manufacturers are:
Gemini Furniture Ltd.
Dynamic Custom Equipment
Global Upholstery Co. Ltd.
Metalcraft Mfg. Ltd.
Supreme Aluminum Inds. Ltd.
Metasmiths Co. Ltd.
Avenger Designs
Centrac Industries
Fine Edge Int'l.
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Harts Upholstered Product Co.
J.J.L. Furniture Co. Ltd.
Jayden Products Ltd.
Nightingale Inds. Ltd.
Ontario Store Fixtures Inc.
Palmieri Furniture Ltd.
Ram Partitions Ltd.
Ruscana Furniture Ltd.
Ofis Products Co.
Ritex Mfg. Ltd.

The market will be held in an office setting at 420 W. Huron St.

For more information, call Bruce Williams, 312/782-8688.

BIFMA safety seminar

(Continued from p. 32)

Additionally, invited panelists are: Richard David, IBM Corporation; Niels Diffrient, seating designer; Jim Driscoll, Office Research; Martin Elinoff, FASID, president, ASID; Anne Fallucchi, editor/associate publisher, *Facilities Design & Management* magazine; Richard Hamme, Geiger and Hamme Inc. Acoustical Testing; Vico E. Henriques, Computer and Business Equipment Manufacturers Association; Eric Sundstrom, University of Tennessee; William Stumpf, seating designer; H.W. Stoudt, Michigan State University; Harry L. Snyder, Virginia Polytechnic Institute; John Vanderhoef, Canadian Center for Occupational Health and Safety; and Bob Vrancken, Organization of Facility Managers and Planners.

Registration information is available through BIFMA, 2335 Burton SE, Grand Rapids, MI 49506: 616/243-1681.

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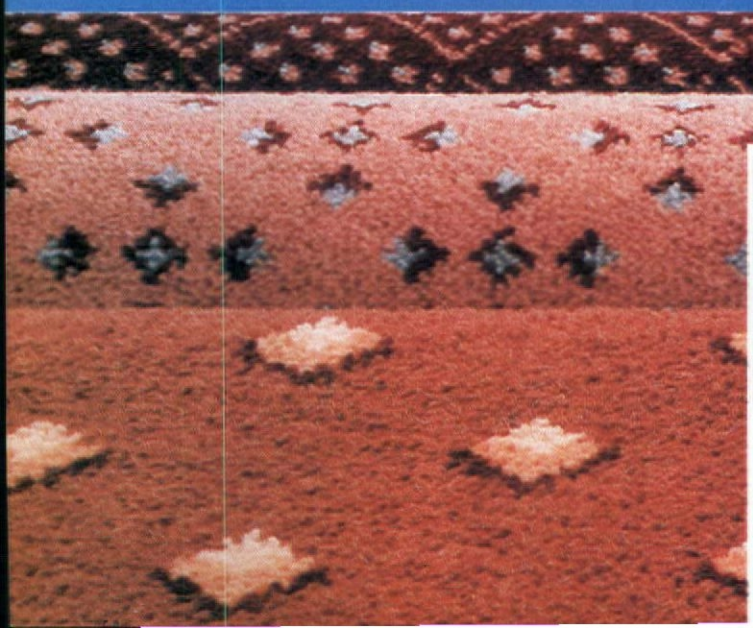
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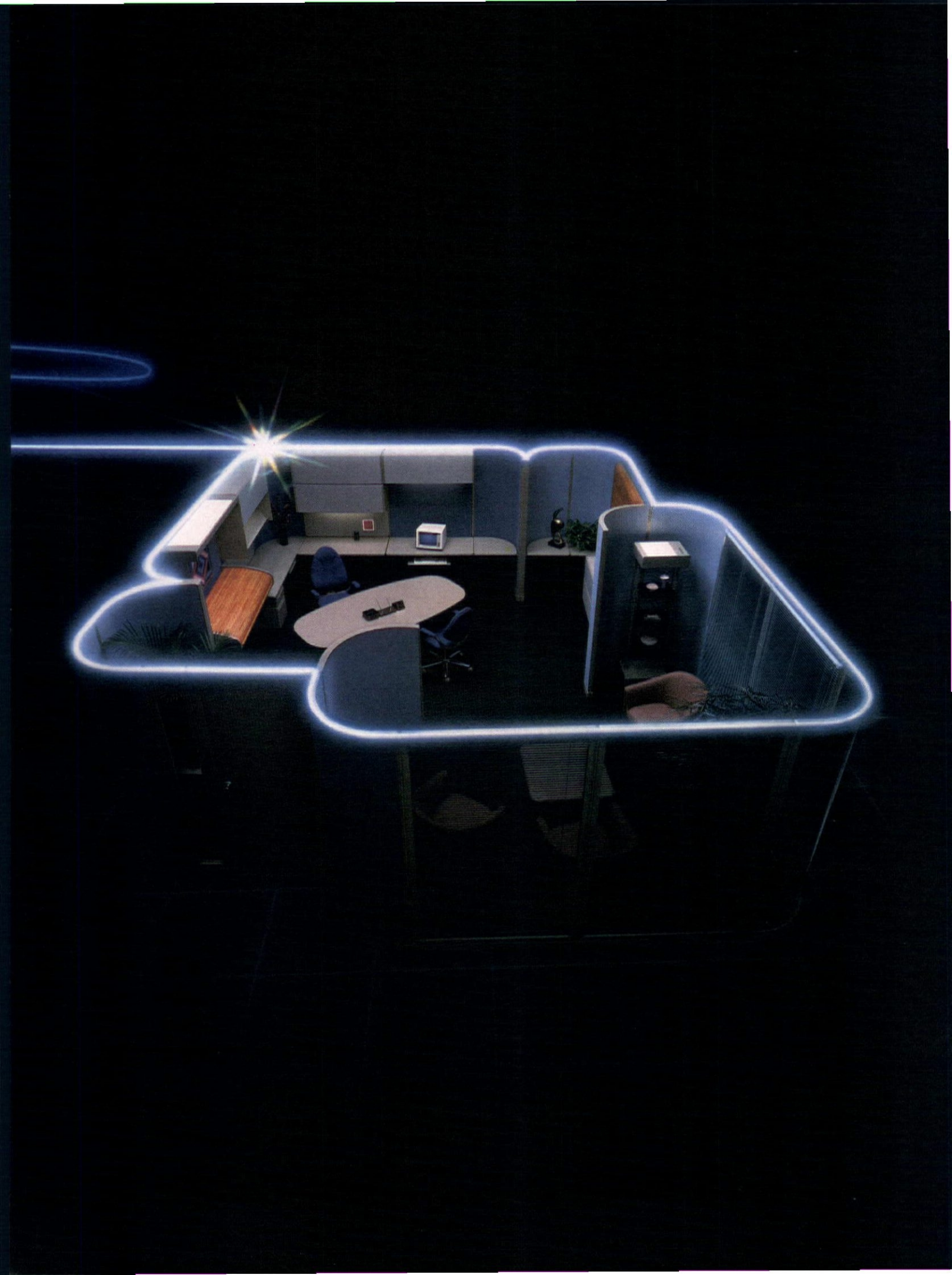
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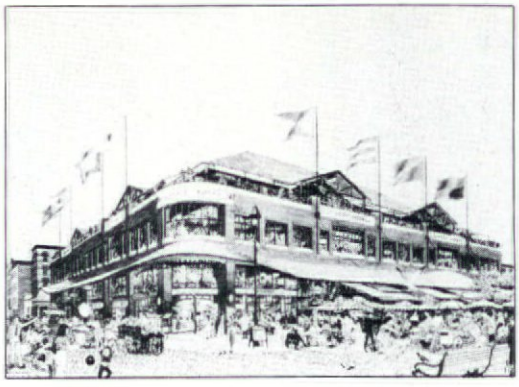


Historic fish market revitalized in Rouse harbor style

New York—Revitalization and commercialization of America's harbors and ports continues with the South Street Seaport/Fulton Fish Market, the latest development of The Rouse Company.

Fulton Market Building, the 115,000-sq. ft. focal point of the Seaport Marketplace, is designed to reflect architectural styles of adjacent landmark buildings and 19th century buildings that once occupied the site. Three stories of brick, stone, and glass comprise the home of speciality shops, produce markets, ethnic and regional food stalls, and themed restaurants and cafes.

The building spans an existing Fulton Fish Market building which has remained in operation throughout the construction process.



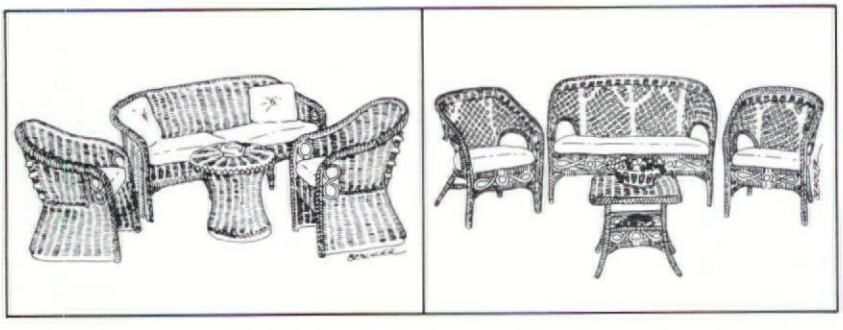
Three-story Fulton Market Building, which opened July 28, houses more than 40 businesses including specialty shops, restaurants, cafes, and fresh produce stands. Further developments will be scheduled for completion in Fall 1984.

A group of 14 historic structures dating to 1797, called Museum Block, is under development by the South Street Seaport Museum for offices, museum display, and retail use.

Another area, Pier Pavilion, contains retail and restaurant space, open terraces and arcades, as well as a grand promenade. The 330,000-sq.-ft. steel structure is Victorian in style and will be the largest center of retail activity when it opens in Fall 1984.

Also scheduled for completion at that time is Seaport Plaza, a 34-story office tower developed by Jack Resnick & Sons. The Rouse Company will be leasing the first two floors of this building for additional retail and restaurant space. Construction manager for the entire seaport project is Tishman Construction Corporation.

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To back this quality Typhoon has showrooms and representatives across the country. If problems should arise we're there immediately to provide solutions—not excuses.

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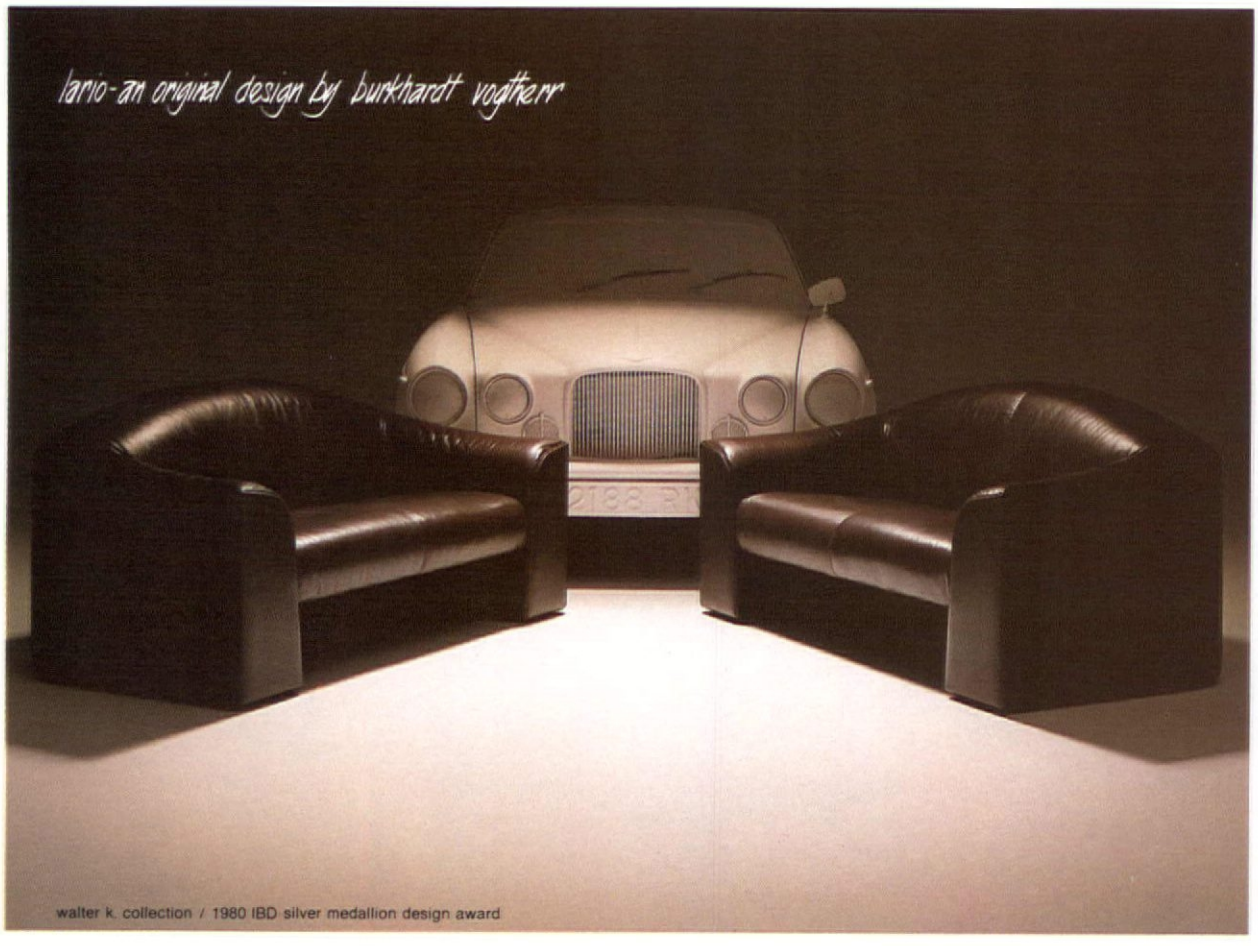
Key to symbols for August Quick-Ship Directory

Readers interested in replying to contract furnishings firms offering quick-ship merchandise delivery programs should refer to pps. 72-83 of CONTRACT's August issue. The key to symbols, indicating which products and services are offered by quick-ship firms, is printed below.

C—casegoods
CH—chairs
CF—computer furniture
CS—casual furniture
D—desks
F—files
LP—Landscape panels
OS—open office systems
SD—shelving/display
T—tables
WR—warehouse regionally
FF—ship from factory

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chicago	312/822-0711	houston	713/523-4900	new york	212/371-6131	montreal	514/735-7910
dallas	214/747-7130	los angeles	213/652-5450	st. louis	314/241-8431	toronto	416/368-3051

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Georgia Chapter ASID promotes CONEXION with design contest

Atlanta—Georgia Chapter, American Society of interior Designers (ASID) will sponsor a competition for outstanding exhibit spaces at CONEXION.

Awards will be presented to the best displays in Atlanta Merchandise Mart's 80,000-sq.-ft. exhibit hall.

Jurors for the competition are Martin Elinoff, FASID, national president, ASID: Gerard Ebert, ASID, national program chairman, ASID/Industry Foundation; Len Corlin, co-publisher/editor, CONTRACT; Beverly Russell, editor, *Interiors* magazine; and Edie Cohen, senior editor, *Interior Design* magazine. Exhibit space will be judged on Thursday, October 20. Awards will be given during the gala keynote party that evening at the Atlanta Apparel Mart.

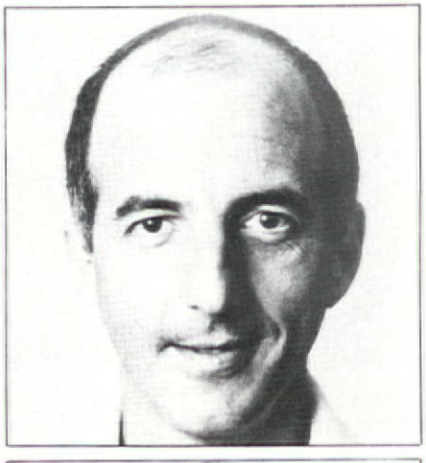
For more information on the contest, contact Tamara Bazzle, Atlanta chapter ASID, 404/351-6075.

Donghia, St. Clair address ASID/IF High Point seminar

High Point, N.C.—Angelo Donghia, ASID, and Rita St. Clair, FASID, will address participants at Inside Design, an American Society of Interior Designers/Industry Foundation (ASID/IF) seminar October 22.

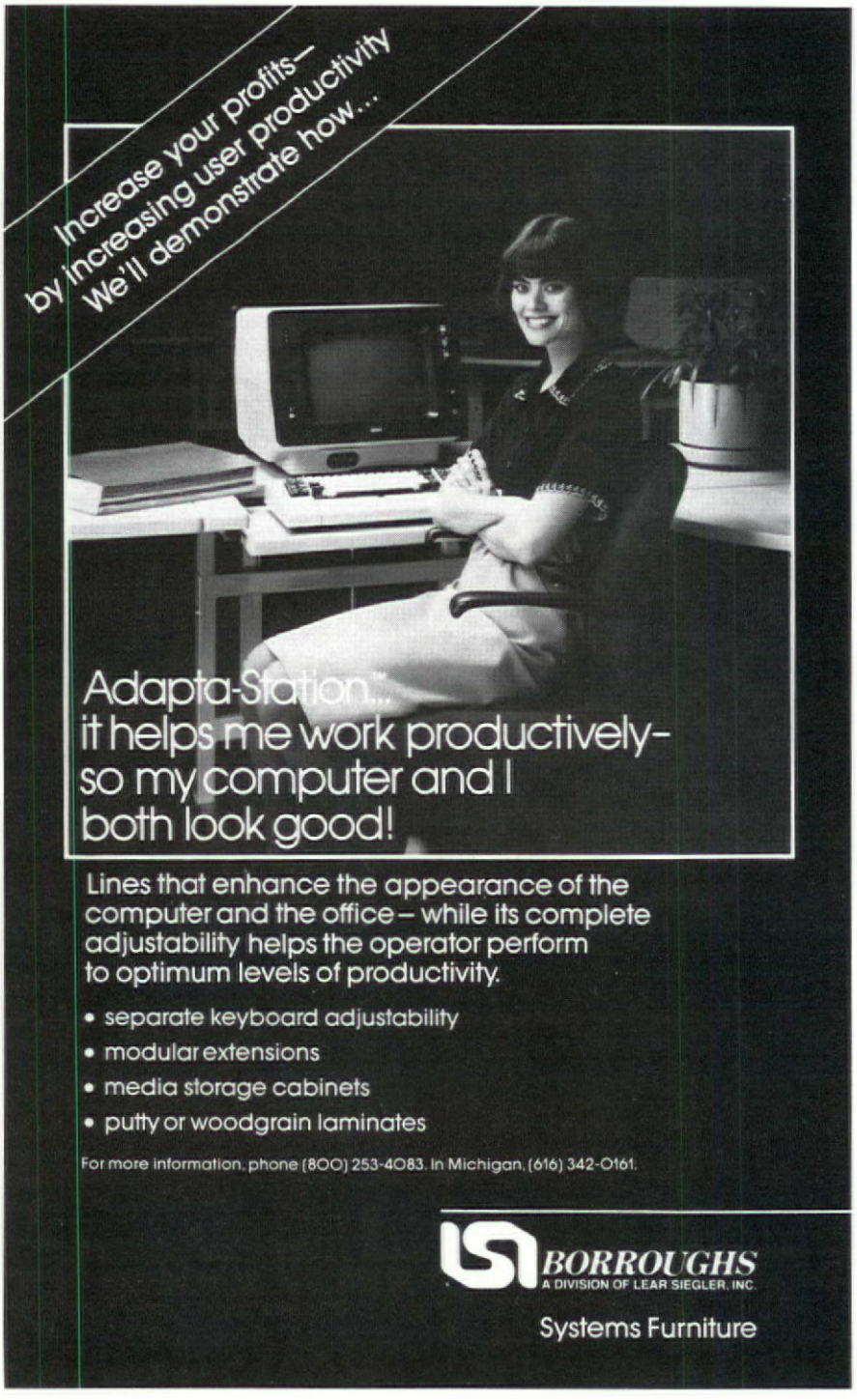
H. Gerard Ebert, Jr., ASID, co-chairperson, IF, will moderate. Creative elements predicted to inspire interior design throughout this decade will be discussed. Mutual influence of designers and manufacturers on trends in product development will be highlighted.

The program will be conducted from noon to 2 p.m. at Top of the Mart's High Point room. For ticket information contact Marcia Gotlieb, 919/883-7116.





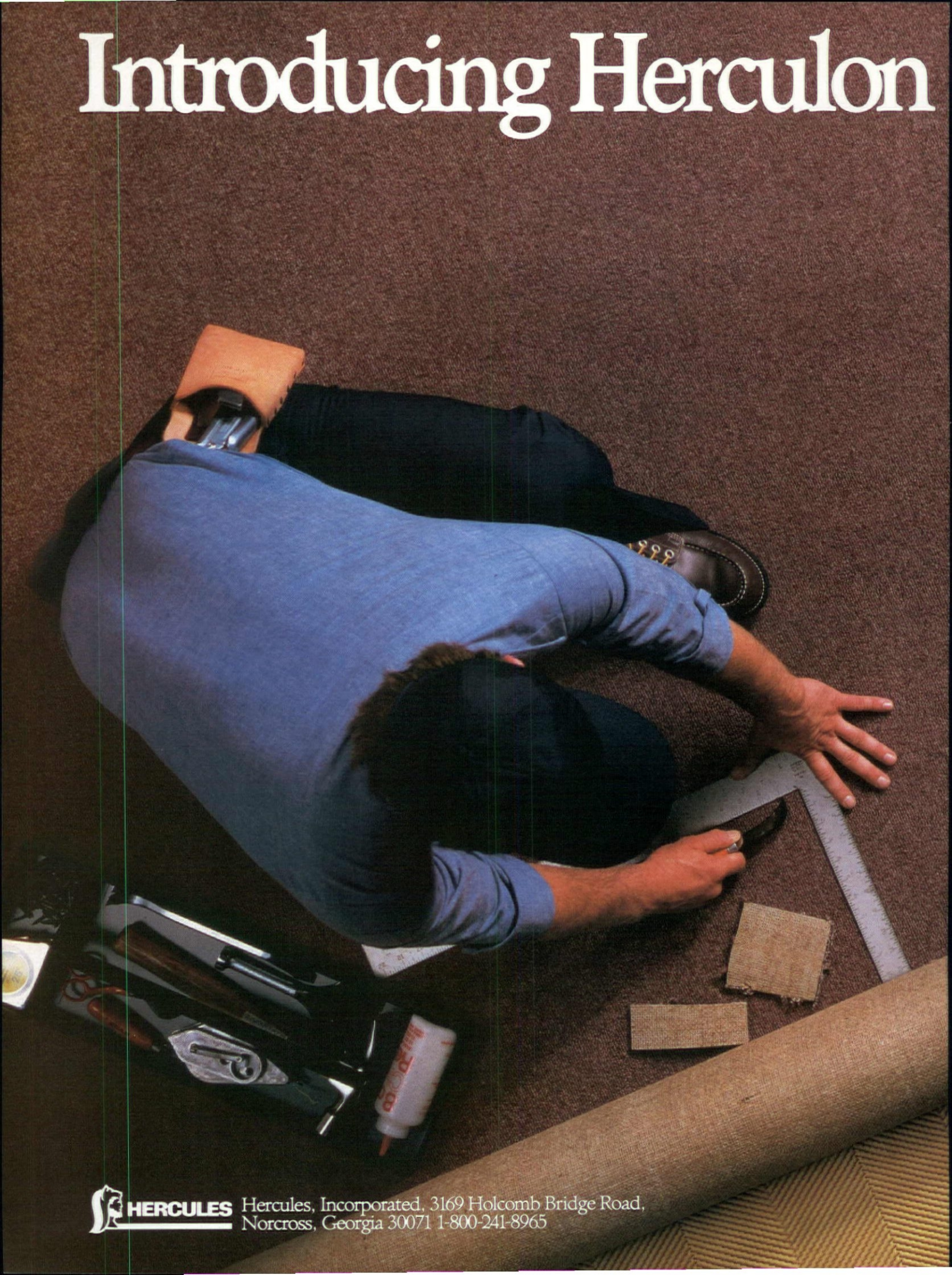
Designers Angelo Donghia (top) and Rita St. Clair will address the Inside Design symposium at High Point, N.C., on October 22.



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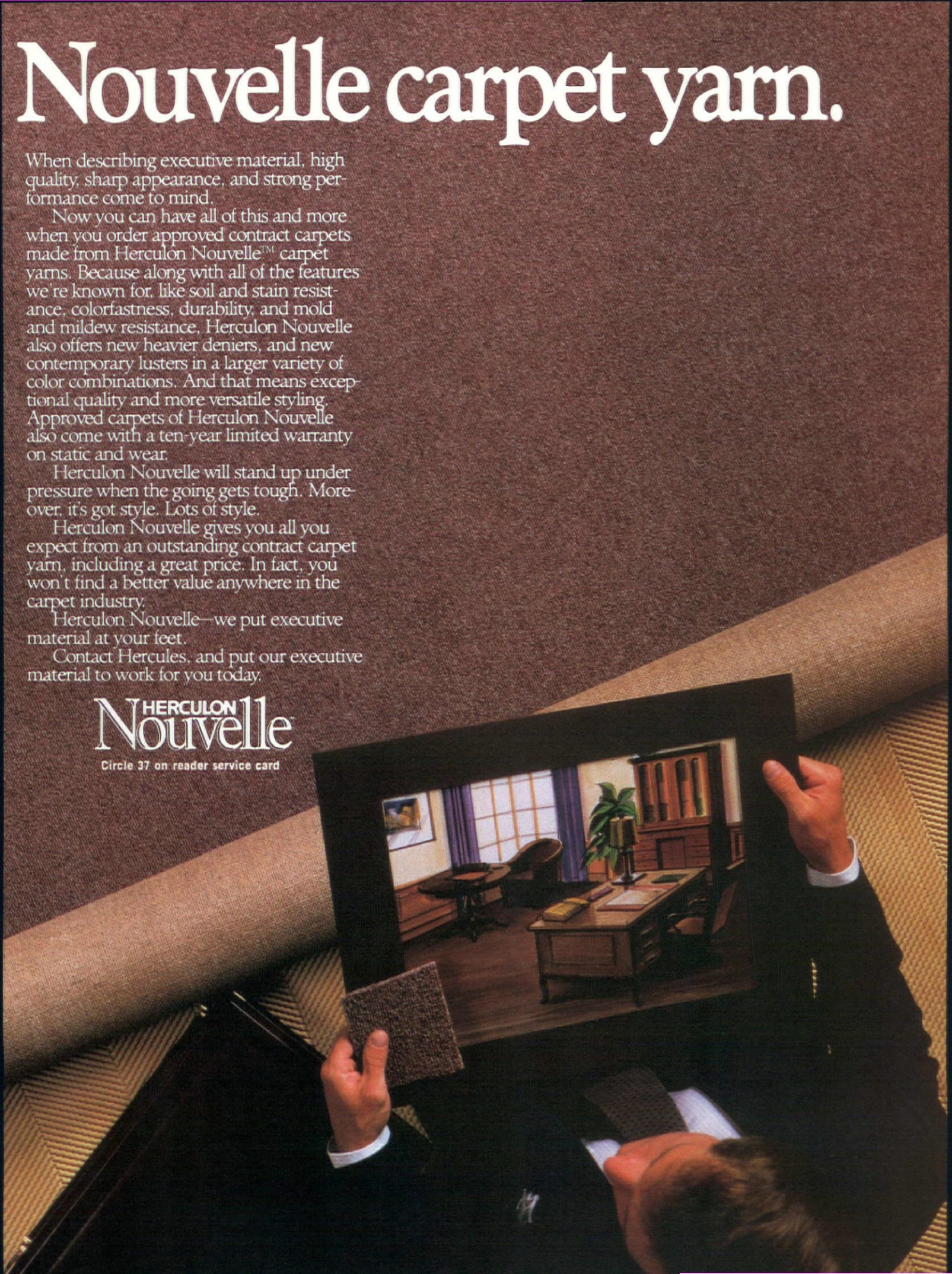
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$3,500 prize money awarded to students in Bellinger contest

New York—Three student winners were selected from several hundred entries in Gretchen Bellinger Inc.'s 1983 Quilt Design Competition.

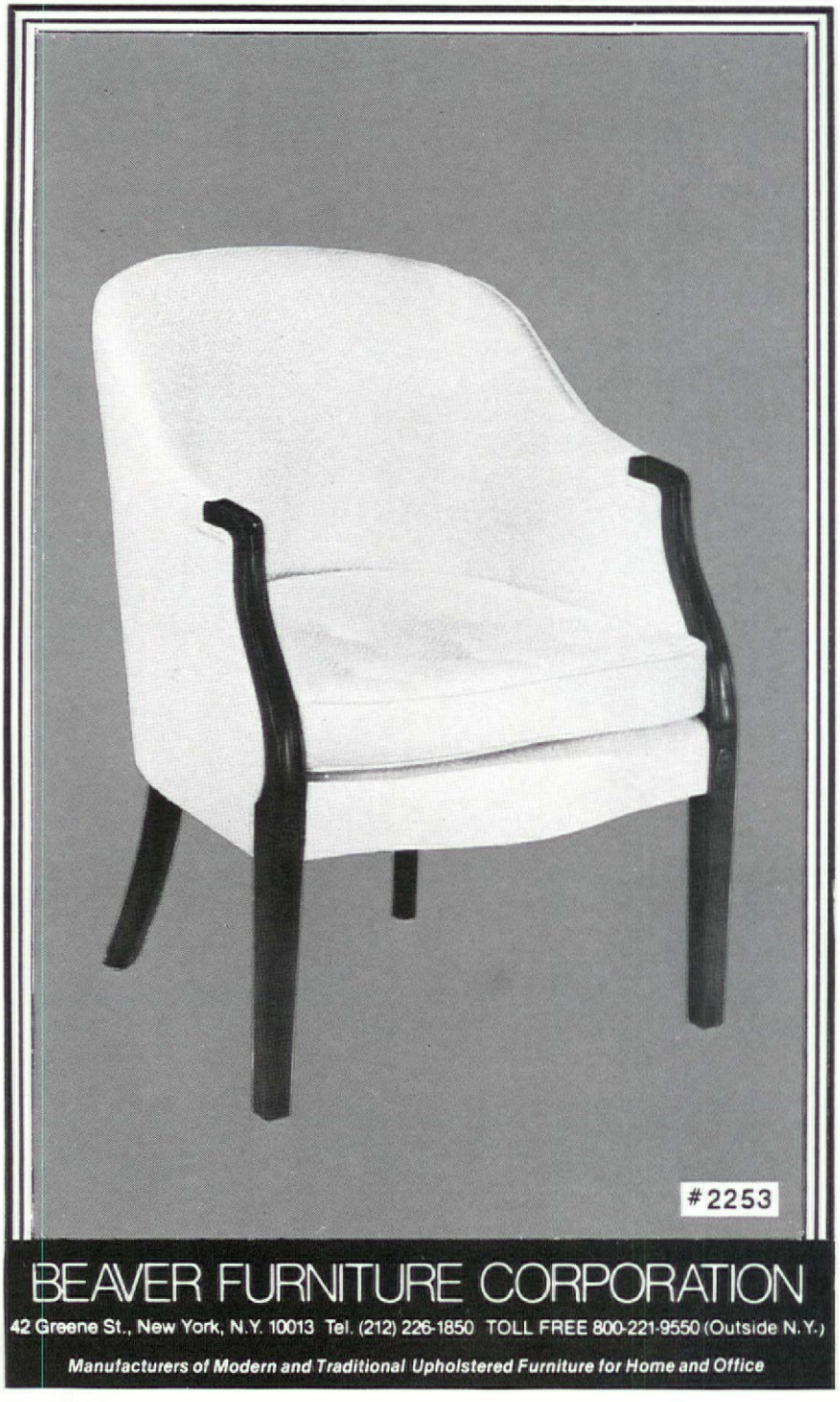
Top honors went to Anita Verstraete, Southern Illinois University, first place; Kathlean Julia May, Washington University, second place; and Marion Melody, Wayne State University, third place. Prize awards were $2,000, $1,000, and $500, respectively.

Honorable mentions were awarded Teresa Leonard, University of Cincinnati; and Robin Bennett, Stanford University. All entrants were judged on their understanding of color, balance, and texture in design.

Among the jurors were David Eugene Bell, Design Multiples Inc.; Gretchen Bellinger, Gretchen Bellinger Inc.; Dr. Robert Bishop, Museum of American Folk Art; Jeffrey Gutcheon, Gutcheon Patchworks Inc.; and Charles Pfister, Charles Pfister Inc.



Enjoying a jury session determining quilt contest winners are Gretchen Bellinger, (left) Gretchen Bellinger Inc., awards sponsor; and Charles Pfister, Charles Pfister Inc.



Circle 38 on reader service card

IBD/CONTRACT awards presentation set for Plaza Hotel

New York—The Plaza Hotel has been selected as the site of IBD/CONTRACT's 1983 Product Design Awards presentation. Awards will be presented following a gourmet reception in the hotel's Garden Terrace room.

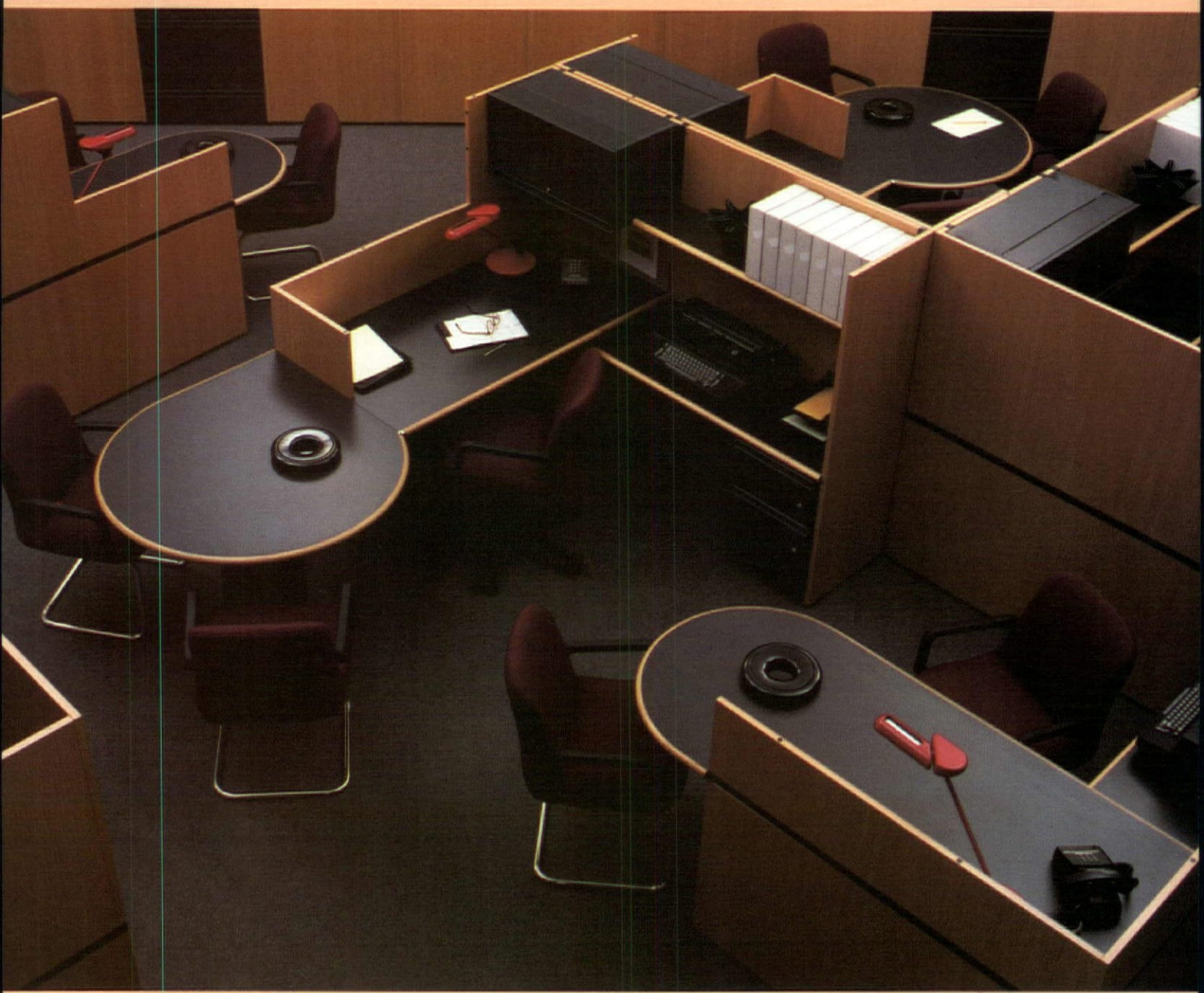
Event hosts are Frank Rizzo, co-publisher/advertising sales director, CONTRACT; Len Corlin, co-publisher/editor, CONTRACT; Charles Gelber, IBD president emeritus; and Gene Daniels, president, IBD.

Following last year's award presentation format, IBD has arranged a special audio-visual program to highlight contest entries and award winners. This multi-media showing will precede presentation of award certificates.

Tickets for the reception and awards presentation are $100, available through IBD's national office. Space can be reserved by contacting IBD, 1155 Merchandise Mart, Chicago, IL 60654; 312/527-4141. Approximately 350 tickets are available; event coordinators suggest reserving in advance since space is limited.

Subsequent to the awards dinner in New York, IBD plans a second exhibition of its multi-media awards presentation in Atlanta at CONEXION '83, the first Southeastern all-contract market, October 20-22.


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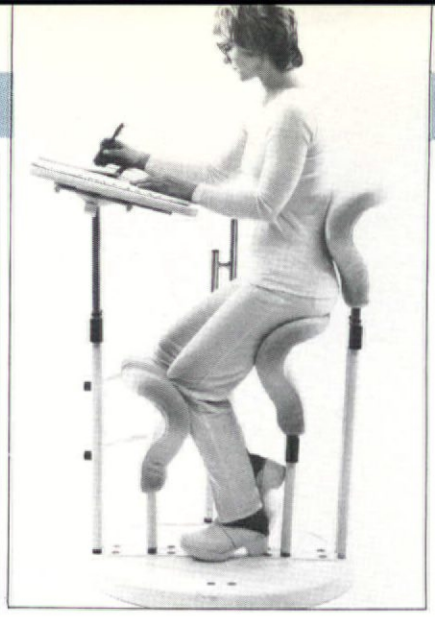




Circle 39 on reader service card







Norwegian Furniture Designers Among World's Most Innovative

Above (l. to r.): ***"Credo"*** *is HAG's No. 2500 new adjustable chair with seven separate positions while seated, including arm heights. Design by Peter Opsvik. Sven Ivar Dysthe designed* **Laminova** *for Westnofa as an addition to the Lami collection. It is stackable, made of laminated wood, and is available in seven finishes. Experimental, adjustable workstation and seating is Peter Opsvik's* **Balans** *concept for HAG.*

By **LEN CORLIN**
Co-Publisher/Editor

More than four years after its initial presentation as "a new way of sitting," the Balans concept has found worldwide acceptance. Both Westnofa and HAG, two of Norway's most innovative furniture exporters, not only report excellent sales for this new concept in furniture, but continue to experiment and develop new products of a truly unique order.

An indication of the high interest generated for both companies by the Balans programs were jammed exhibit spaces during NEOCON and the Scandinavian Furniture Fair.

Each firm featured its own seating designs utilizing the concept. To the credit of both HAG and Westnofa, a number of extraordinarily creative designers are under contract to continue devising new products that employ Balans seating principles.

One of the most prolific of four Balans designers, Peter Opsvik, explains the success of his models. "I try to design from the human body outwards," he says, "instead of designing furniture intended to be observed standing in a room, although that is important too."

Opsvik points out that only one out of 10 new models develops into a saleable piece of furniture. Muliplied over the 13 years that he has been working on such new designs, the total is mindboggling—perhaps 130 different seating product designs for this one furniture designer alone.

Popular children's chairs

Typical of Opsvik's innovative approach to chair design is his highly successful Tripp-Trapp and Balans Variable

Below (l. to r.): Ingmar Relling is shown in his **Siesta** *chair design, a popular and classic export by Westnofa.* **Capri Desk** *by Norwood Ltd. is available in rosewood and teak.*









seating for Westnofa (Stokke Fabrikker) as well as the elegant 2010 and 2030 chairs for HAG, which are selling at very high volume. Thusfar, 50,000 Tripp-Trapp children's chairs are produced annually. It is, according to Opsvik, perhaps the only chair in the world where children from three to 12 years of age can be seated at a standard table in a normal manner, since the platforms are completely adjustable.

The Skulptur chair, a low-height, upholstered piece by HAG, is used widely in Norway in schools, where kindergarten teachers can position themselves comfortably for long periods of time close to the floor, at eye-level with students.

Foam cushioning used in the Skulptur chair is made in an ultra-modern foam plant, Sandella Fabrikken, located in Sykkylven, which also produces foam for many other furniture companies in Norway. According to Bjarne Henry AAS, managing director, the flexible polyurethane foam cushioning produced by the company is fire retardant and meets State of California standards for self-extinguishing materials.

Open angle is correct

The Balans system differs from traditional seating because it permits an open angle between the user's torso and legs, achieved by the forward leaning seat and supportive knee cushion. Since the open angle is about 120 degrees, compared to 90-degree angles of conventional seating, the spine and body are automatically aligned in a posture of natural balance, providing better space for inner organs, improved circulation, and a free diaphragm for easier breathing, according to Balans desig-

Above (l. to r.): **Lamirondo** *by Sven Ivar Dysthe consists of straight and curved seating, in high- or low-back versions; is produced by Moremobler and marketed by Westnofa in the United States. HAG Studio's* **Balans** *concept bus seating is typical of advanced thinking expressed by creative Norway designers.*

Below (l. to r.): Torstein Nilsen designed Westnofa's **Totem** *chair in unusual laminated wood configuration. Peter Opsvik is shown outside his Norway home seated in one of his workshop models. Other models are: (l. to r.)* **Balans Multi and Variable, Tripp-Trapp,** *and rattan chair* **Lotus.** *Svein Gusrud's* **Stand-In** *is whimsical design for those inclined to incline while traveling.*











Open angle is correct for sitting

Above (l. to r.): **Capri** *dining table in rosewood was designed by Heggen design team for Norwood Ltd. Jan Lade's split furniture series for* **HAG Studio** *includes this multi-functional sofa or psychiatrist's couch.*

ners. The body is given maximum support at important points and is free from strain in the back, neck, hips, and in the legs—all points taken into consideration in the design of ergonomically sound seating.

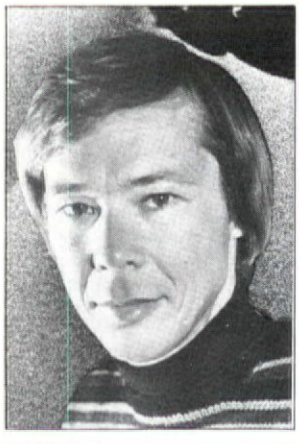
In addition to Opsvik, Svein Gusrud, Jan Lade, Svein Asbjornsen, and Torstein Nilsen all collaborate in development of new Balans designs shown on these pages.

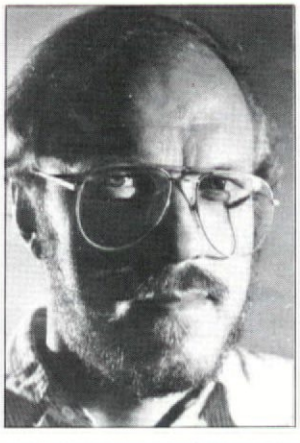
At the HAG showroom in Oslo, people passing the storefront window of the firm's experimental studio are drawn to the displays. Simulated buses with balans-principle seating; psychologist couches; completely new concept workstations for sitting, leaning and standing; and multi-functional furniture draw admiring and incredulous ooohs and aahs from viewers. "That is half the fun of working with these new concepts," comments Anita Rekdal, export marketing director of HAG, who has demonstrated the utility of the furniture in many countries of the world she has traveled.

Traditional quality stressed

While Balans is the truly innovative news in terms of a new way of sitting, other Westnofa (West Norway Factories) furniture makers and manufacturers doing their own marketing and export offer a wide variety of furniture product.

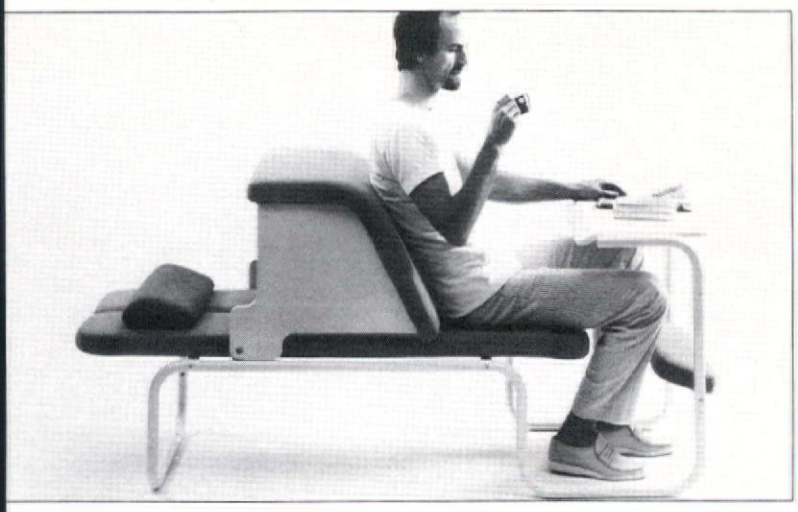
Below (l. to r.): Designers Opsvik, Gusrud, and Asbjornsen specialize in experimental and creative seating design. **Locust** *is Torstein Nilsen's design for Westnofa which has an adjustable seat and folds fast for carrying or hanging on a wall.*















The latter embody good quality and design, both traditional and contemporary, that is typical of Scandinavian design.

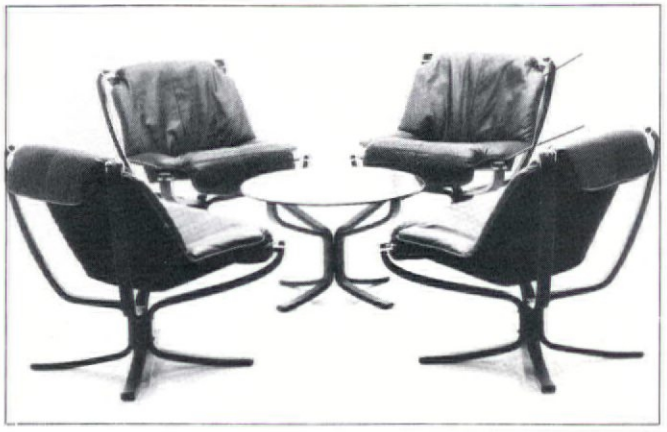
As an example, an outstanding new line of furniture called Manta demonstrates the beauty of bent wood and glove-soft leather. Designed by Ingmar Relling, it is available either with leather covered cushions or in sling only; laminated beech—natural or stain; low- or high-back with matching ottoman and tables.

Relling also designed the very popular Siesta Chair manufactured by A/S Vestlandske Mobelfabrikk, which sells through Westnofa in prodigious quantity to the United States through Scandinavian furniture outlets.

Laminated wood, which is growing rapidly in popularity both in the United States, Scandinavia, and Europe, generally, is the source of many Norwegian

Above (l. to r.): **More** *design team furniture for HAG is for dining or working; resting is possible with flip support. Motorized and tiltable "V" seating and* **Balans Mobil** *chair in foreground are brainchild of Svein Asbjornsen for HAG Studio's innovative furniture lines. Peter Opsvik's experimental standup-while-sitting chair or prop (right) is another* **HAG Studio** *flight of fancy.*

Below (l.to r.): Sigard Resell's **Falcon Lux** *chairs and tables are designed for Varne Lenestolfabrikk. Fire-retardant foam cushion for Westnofa* **Skulptur** *chair is shown being held by Bjarne Henry, managing director, Sandella Fabrikken, which makes molded foam cushions for Norwegian furniture firms.*









Creative experimentation is encouraged

Above (l. to r.): Ingmar Relling's **Model Match** *laminated wood chair, and* **Stressless Royal Chair** *and ottoman from J.E. Ekornes Fabrikker, a big-seller in the United States.*

Below (l. to r.): **Stressless Royal Chair** *is shown in recline position. Anne Berentsen; managing director of Gudbrandsdalens Uldvarefabrik in Oslo, and designer of the Norwegian United Nations Delegation Room in New York, is color and materials designer for HAG. Hans Chr. Menshoel, is the innovator and "father" of the Balans concept, or alternative sitting position.*

furniture designs. One of the most recent is the Torstein Nilsen Totem chair and table, utilizing an untraditional way of fabricating laminated wood products. The Totem chair and Lamini line of two-seat sofas and chairs are marketed by Westnofa.

Seeks to export laminated parts

Since a variety of hardwoods are the natural product of Norway's beautiful mountains, it is only natural that a company such as Hove Mobler AS currently is seeking to export laminated wood parts to furniture factories in the United States. The company is particularly interested in U.S. companies producing upholstered furniture or casegoods, with possibilities of Hove adding its own laminated chairs to lines distributed by those companies under licensing agreements.

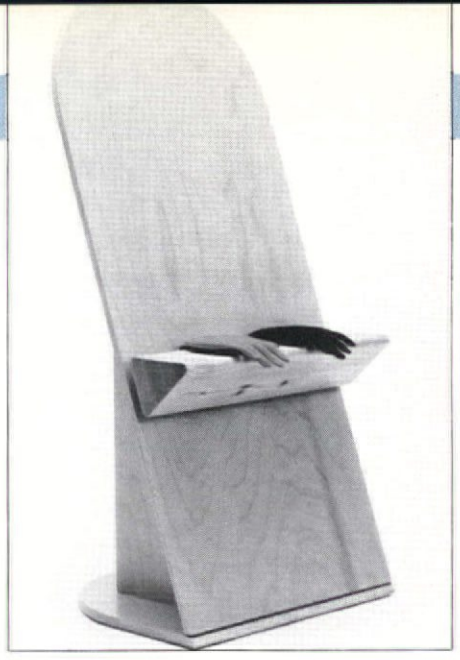
Indicative of the fine work being done in wood office, dining, and bedroom furniture is the Biri Line by Bruksbo, designed by Gunleik Suvartdal. Using laminated wood that is then cut into special parts, thus imparting unusual graining characteristics to the design, Suvartdal has expanded the technique to a number of furniture pieces. It proved to be a show-stopper at the Scandinavian Furniture Fair.

Claiming to be one of the biggest exporters in Norway is Ekornes, which markets its "Stressless" chairs. A unique, patented reclining feature and options in steel base or laminated wood with leather upholstery makes it a popular seller in the United States.











Sit-In *(above l.) is Svein Gusrud's whimsical furniture for standing and sitting at the same time. Soft red and black gloves cushion block seat. And now to bed (above r.) is Jan Lade's and Svein Asbjornsen's* **Flip-side** *adjustment.* **Biri** *desk line (below, right) for Brusko is designed by Gunleik Suvartdal, utilizing unique laminating and cutting technique to show graining. Style extends over many lines.*
Jan Lade (below, left) won first prize in 1981 for the split seating program in the Nordic Furniture Competition at the Scandinavian Furniture Fair in Copenhagen.

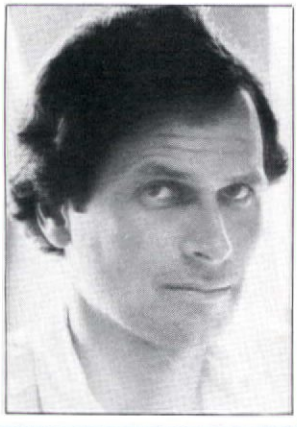
Ekornes has engineered the chair for KD shipping.

Norwood Ltd., Bergen, Norway, exports a wide variety of stack tables, casegoods, desks, and seating for its representative factories. Under the direction of Kare Naustdal, who travels the United States with as much knowledge of the country as he does his native Norway, Norwood offers rosewood and a variety of wood finishes for its diverse lines.

A number of other Norwegian firms—Stal & Stil A/S, Scanform, Nobo A/S, Hov and Haraldsson A/S offer outstanding quality, ergonomically-designed seating and office furniture and furnishings. Of particular note are fully articulated computer support furniture pieces. □

NORWEGIAN CONTRACT FURNITURE FAIR JANUARY 11-14, 1984

The first Norwegian Contract Furniture Fair will take place at the new Info-Rama Centre at Sandvika (near Oslo), January 11-14, 1984. Initiated by leading Norwegian furniture producers, the Fair is sponsored by the Norwegian Furniture Makers Association and will exhibit a variety of contract furniture for office, public and private institutions, hotels, restaurants, and other commercial applications. A series of seminars is planned, including one on "Furnishing Offshore Installations" by interior architect Njaal Eide and another on "The Hotel" by Tor Hamnes, managing director, SAS-Royal Hotel, Copenhagen. More information is available from Karin Mehren, Trade Commission of Norway, 800 Third Avenue, New York, N.Y. 10022; 212/421-9210.





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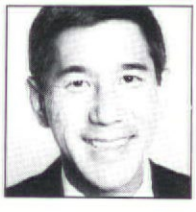


Dave Kolb
President
Carpet Div.
Mohasco
Atlanta—

"Consumer confidence is up by eight percent; housing starts are up; and the inflation rate and prime rate are holding. The floorcoverings industry should be a major beneficiary of economic recovery. This optimism is reflected on Wall Street. Carpet manufacturers project increases of 10 percent over last year and foresee growth rates of five-to-seven percent in coming years."

DESIGNER CERTIFICATION IS CRUCIAL STEP

Will Ching,
ASID, IBD
Principal
Will Ching
Planning & Design
New York—



"Alabama and Connecticut recently passed title acts which limit usage of the term 'interior designer' to those holding degrees in interior design, or to those who have passed the qualifying NCIDQ (National Council for Interior Design Qualification) examination. Passage of this exam is required by many professional design organizations (IBD, ASID, IDEC, IDSA, NHFL, IDI, IDO, and RIDIA) as a prerequisite for membership. Certification or title act licensing of interior designers is an important and a positive step our profession should take. It fosters understanding of and respect for the interior design profession, and helps educate and protect the health, safety, and welfare of the general public."

PLAGIARISM UNDERCUTS DESIGN CREATIVITY

Mike Cameron
President
Ambiant Ltd.
Toronto—



"An observation I am disappointed to make about this year's NEOCON is the rapid rate of product plagiarism evidenced at this year's show. Turn-around copies seem to be produced at a much faster rate than five years ago. I think that this phenomenon is de-motivating to original design work; ultimately the industry will suffer. Cloning only stifles what makes this industry so exciting—vitality and creativity."

EARLY PHASE CAD USAGE ELIMINATES ERRORS

William Mitchell
The Computer-Aided Design Group
Los Angeles—

"Up until now, the most practical developments in computer-aided design (CAD) have affected the later stages of the design process. These developments are usually limited to programs run on large systems. When each individual designer has his own computer, it will be possible to integrate more CAD usage in the early stages of the design process or before important decisions are made. As a result, we will see large jumps in design quality."

WATCH MATERIALS WHEN SPECIFYING COLOR



Karen Randal
Contract Spclst.
Karastan
New York—

"Don't just be a color picker. Though color is important, it should not be the overriding factor in determining the products for a public space. When this happens, serious mistakes can be made, and are made every day. The trial and error method is too expensive a way to specify carpets, fabrics, and other elements. Make sure design components are right for the space in terms of performance and overall design."

QUICKER SHIPMENT PLANS ARE IN DEMAND



Joni Dell
National Sls. Mgr.
Architectural
Supplements Inc.
New York—

"Quick-ship programs are increasing in importance every day. Designers, architects, and specifiers are under increasing pressure to complete jobs in a minimum amount of time. Because the costs of real estate and moving are so high, corporate relocations are expensive. Companies want to be able to use the space and make it profitable as soon as possible."

ORGATECHNIK VISITORS LICENSE GERMAN LINES

Franz Vogt
Chairman
Advisory Council
Orgatechnik
Cologne,
Germany—



"American presence at Orgatechnik has led to a tremendous surge in representation of German lines at NEOCON. BIFMA's 18-company delegation at the 1982 exhibition may grow to 40 companies by the 1984 Cologne Fair. Some important exchange grew out of the BIFMA experience, such as licensing agreements, which constitute one-third of all U.S.-German furnishings trade activities."

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Chicago Showroom: Merchandise Mart, Suite 929, Chicago, IL 60654
New York Showroom: A&D Building, 150 East 58th Street, New York, NY 10155

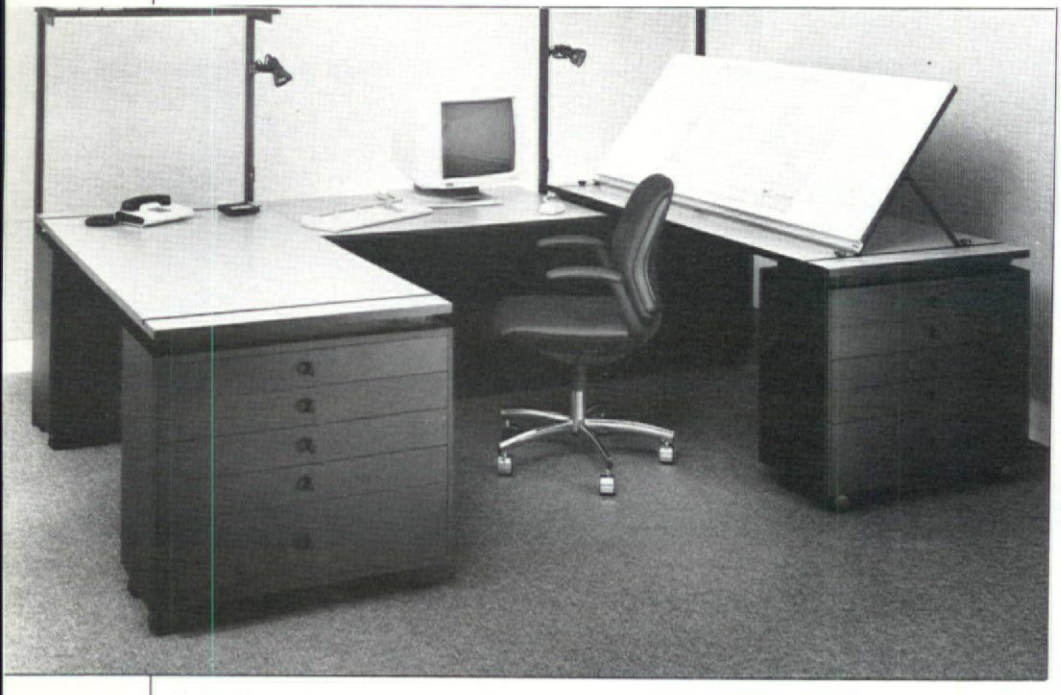


INTÉRICS

The science of creating environments that work. ℠

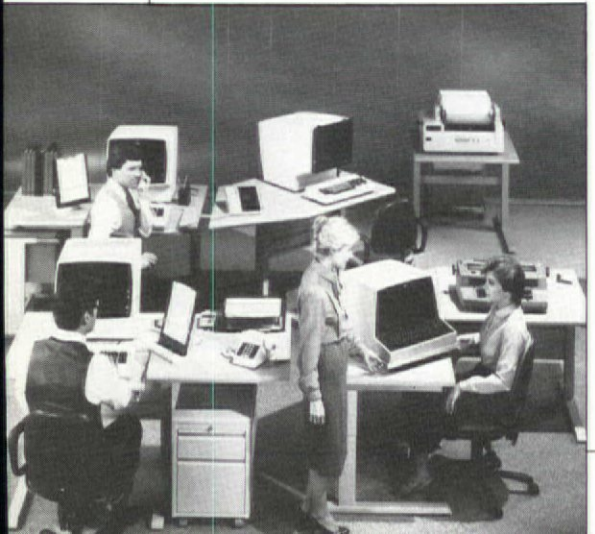
Circle 44 on reader service card

CAD drafting table adjusts to wide range of angles & distances



Part of RAKKS space management system, CAD/CAM workstation from Rangine Corp. offers a complete drafting system with two cabinets equipped for paper, power supplies, and other support components. Cabinetry and terminal stand are outfitted with plug strips and enclosed wire raceways to permit interconnection of components and power sources. Cardan™ drafting board is mounted on the worksurface. It accepts drawings up to 64-in. wide and can be adjusted to any angle or distance. Other system features are top surface cutouts that house digitizing pads, extruded aluminum poles that accept shelves and lighting, and a matching return. **Circle No. 322.**

Supplement CRT table with varied ergonomic components



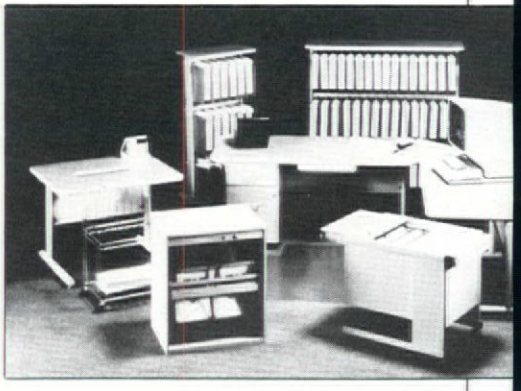
Fully adjustable CRT tables from ACCO permit user to adjust height from 26- to 33-in., move the keyboard forward or backward, and position keyboard at a comfortable working angle. Rectangular extensions add additional worksurfaces in 17- or 24-in. widths, while 90- and 45-degree triangular extensions permit multi-user configurations. Equipment shelf, mobile two-drawer file, adjustable CRT tilt/turntable, printer stand, wrist support, and ergonomic chair are designed to enhance comfort and ease access to system components.
Circle No. 323.

Automate banks with custom workstations



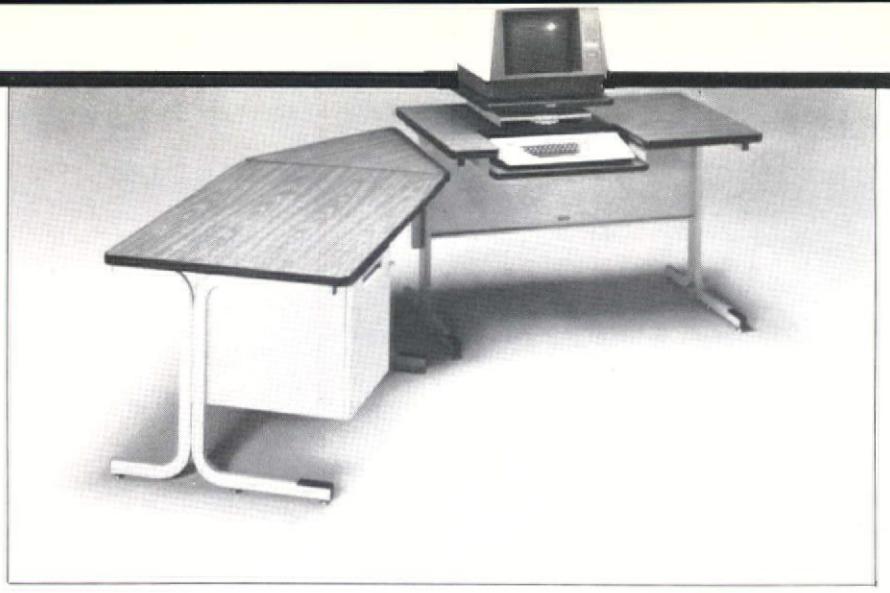
To automate offices of Rabobank Nederlands, New York, designers selected a semi-custom workstation solution by Desience Corp. System includes multiple video displays, telephone turrets, speaker phones, and demand printers. **Circle No. 324.**

Support furniture at budget prices



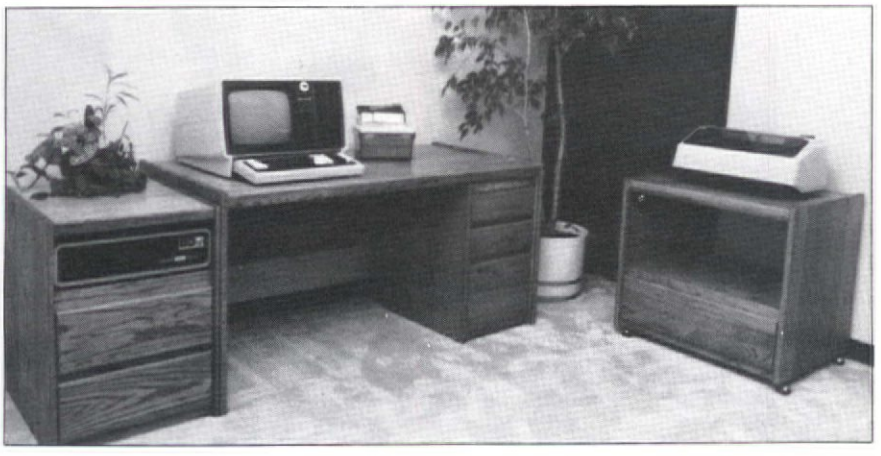
Dennison National's Mega II computer support furniture catalog overviews prices for budget line of computer support furniture. Products offered include workstations, terminal stands, printout filing cabinets, paper caddies, antistatic mats, diskettes, data binders, and media storage systems. **Circle No. 329.**

Bi-level station reduces eyestrain, fatigue, & error



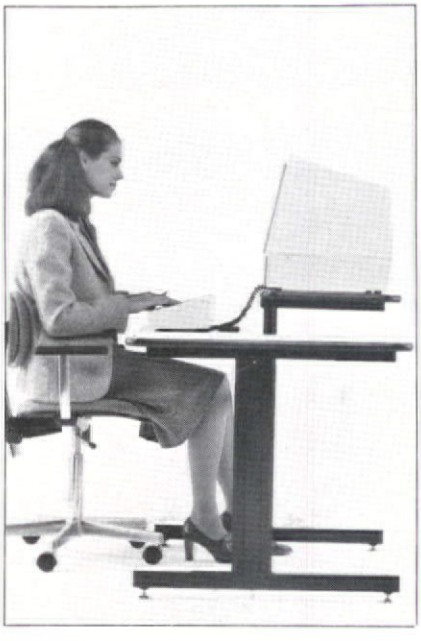
TAB Products offers a new bi-level workstation, an addition to firm's 300 series of workstations. Fully adjustable VDT turntables are available as portable and built-in models designed to eliminate eyestrain, fatigue, and error. Connecting wedges link new and existing series stations to form multi-use clusters. **Circle No. 325.**

Wood furniture is targeted to computer support requirements



Printer stands, worksurfaces, and storage units in solid oak and walnut are available from Wood Technologies Co. Products are solid hardwood; no veneers are used in construction. **Circle No. 327.**

Platform design relieves fatigue, neck tension



ComputerMate VDT table from Vogel-Peterson features a platform that adjusts from 28- to 32-in. to relieve fatigue and neck tension. Keyboard and terminal surface are independently adjustable. Keyboard surface moves forward and backward up to 6-in. Two adjustments control platform height. Available with left- or right-side worksurface, table is covered with neutral beige laminate to minimize glare. Corners are rounded for safety, while a protective edge assures durability. Product is part of a complete computer support package offered by the firm. **Circle No. 326.**

Lockable cover protects terminals from vandals



Maine Mfg. Co. offers a new addition to Data-Mate line of computer furniture—a security workstation with lockable cover that protects computer from unauthorized use. Cover measures 18- by 23½- by 26-in. and is completely removable. Made of steel or ABS, it is designed to house most brands of microcomputers. Workstation is offered with either pedestal or penta-star base. **Circle No. 328.**

INTRODUCING

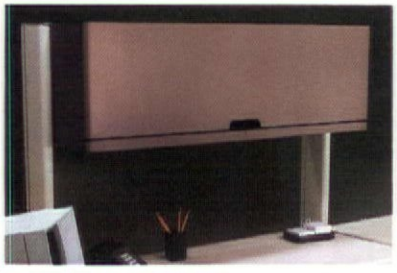
HARTER I/F™

Integrated Furniture for the Automated Office

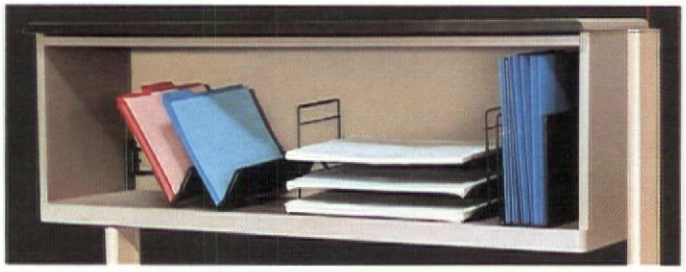
Harter I/F is a complete furniture system, created to be more flexible and more adaptable than any office furniture system available before. Each free-standing Harter I/F workstation can stand alone or easily be linked to the next, allowing you to create a limitless range of configurations. The Harter I/F System offers total flexibility in your use of space, precise adaptability to both current and future task requirements, and perfect functional

THE NEW GENERATION OF FREE-STANDING OFFICE FURNITURE DESIGNED SPECIFICALLY FOR THE EVER-CHANGING AUTOMATED OFFICE.





OVERHEAD STORAGE—Formerly associated only with panel systems, the space saving advantage of overhead storage is available for the first time in a free-standing system.



HARTER WIRE—An ingeniously simple yet truly efficient method of document management. Harter Wire can be placed inside the overhead storage or suspended above the worksurface.



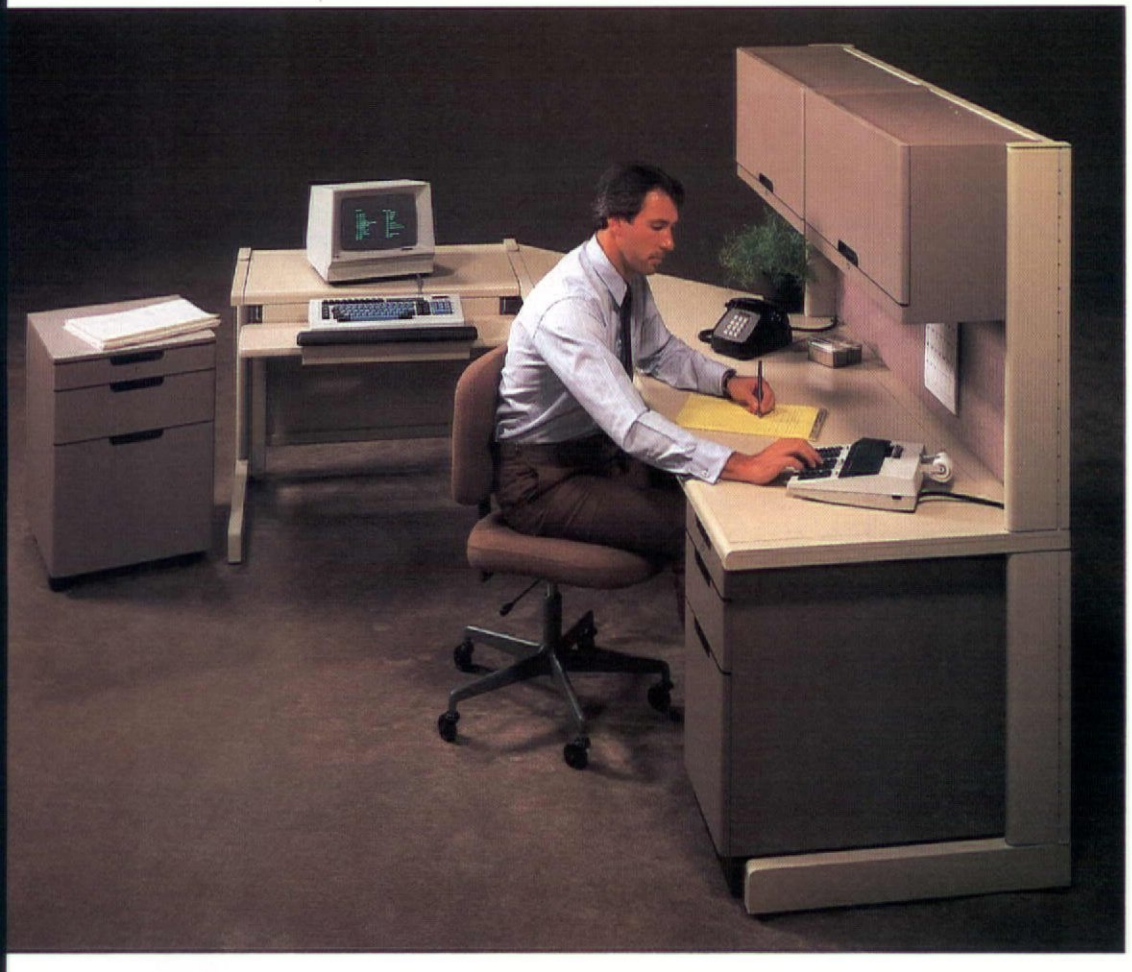
PEDESTAL STORAGE Accommodates all storage needs of today's office through a vast array of depths, widths (e.g. 15" and 19"), and heights that give you unlimited capability to meet every individual's access and filing requirements.

and visual compatibility...no matter how often you rearrange it. And all of these benefits add up to cost efficiencies you never imagined possible.

With Harter I/F, you get the advantages of both free-standing and open plan in one complete system...a system that is designed to accommodate information management systems and the people who use them, including a variety of easily adjustable VDT and printer stands, and a uniquely designed overhead and pedestal program for printout and media storage.

The Harter I/F System. The first furniture system adaptable to the many changes office automation will bring, both now and in the future.

For more information, contact your nearest Harter dealer or Harter Corporation, Sturgis, Michigan 49091, tel: 616-651-3201; Harter Furniture Ltd., Guelph, Ontario N1H6L5, tel: 519-824-2851.



PRIVACY PANELS Visual and acoustical privacy for individual workstations can be enhanced through the use of tackable privacy panels easily inserted between the overhead storage and the worksurface.

TASK/AMBIENT LIGHTING — Both task and ambient lighting are available. Task lighting is concealed beneath the overhead storage, and ambient lighting is stylishly incorporated into the product design.

SEATING — The Harter Corporation provides the largest offering of high performance task seating in the industry. In conjunction with Harter's fabric and color program, Harter I/F, HarterWall and Harter Seating perfectly blend to give you total functional and visual coordination.



WIRE MANAGEMENT/POWER ACCESS Harter I/F's wire management system allows power, communication and signal wires to be laid into a concealed channel at the back of the worksurface. If workstations are linked together, the wires can be passed through from one to the next. Harter I/F also offers optional power access just under the worksurface with the exclusive POWERWALL III electrical system.



ADJUSTABLE VDT STANDS — A variety of adjustability features in VDT and Microfiche reader stands are built right into the system to allow you to satisfy individual task requirements. Also available are options such as a document holder and an adjustable palm rest.



FREE-STANDING PRINTER STAND — Compatible both functionally and visually, the printer stand features a printout storage shelf and slotted surface allowing for continuous operation.



PANEL SYSTEM COMPATIBILITY Also available with Harter I/F is a complete acoustical panel system for perimeter division of a work group and for workstations where even greater visual and acoustical privacy is needed.

HARTERCORPORATION

Circle 45 on reader service card

The true colors of Ionic, Doric and all their persistent offspring.

Since its first flowering several dozen centuries ago, the Greek style has been making successful comebacks in almost every era from the Romans on. The latest "return performance," after a disappearance of some decades, is going on right now. Hardly a "new" room can be seen without a column or two standing around.

One of the surprising things about the perennial Greek revivals is the chameleon-like adaptability of the style to all sorts of often widely divergent national sensibilities. All those columns and capitals and caryatids, those processions of Greek keys and scrolls, easily become French, English, German, Russian and American details. And, mysteriously, these details are recognized forever after as being distinctively characteristic of each "national" style. You can't envision Napoleon without his Empire trappings; nor England without its brothers Adam; nor ever imagine Scarlett O'Hara without her Tara.



Today's neo-classicism however seems to be an international phenomenon, sprouting and flourishing independently all over the globe. Some say that designers all over the world are simply reacting against the spare and minimal fashion that's been another international phenomenon in recent years. Many of the definitions and uses of classicism currently popular seem to provide just the warmth, wit and links with traditionalism that acute modernism is accused of being short on.

Probably even more of a surprise than the Greek style's ubiquitous adaptability is the lively and exhilarating color palette that characterizes the present revival. Past revivalists, no matter what their national hue, seemed to take their color inspirations from the pallid bones—all those romantic ruins—of the art they sought to revive. They ignored the evidence of the dramatic and exuberant colors that sheathed those classic columns in their prime. When Elsie de Wolfe first saw the Parthenon she is said to have exclaimed, "Why, it's beige! *My* color!" But when Aristotle and friends looked at *their* Parthenon they saw it ablaze with real color—sea-blues and orange-reds, sun-yellows and leaf-greens, all spiked with gold and brass. The Greeks, as writers have been pointing out for centuries (and which may account for the Hellenic hold on healthy imaginations through the ages), were very interested in life and *its* many colors; they had little interest in bones.

In the grand living room of the nineteenth century Tribeca penthouse shown here, designer Jeffrey Weiss has taken his Greek cue from the architectural detailing of the fireplace wall. You can see the Greek style's adaptability in the comfortable mixing of Empire, Biedermeier and over-stuffed modern furnishings. And you can see what can be done with all these neo-classic elements when the palette is true Greek rather than some revivalist's latter-day romantic interpretation. The sunny, rainbow-hued selection of fabrics, papers and carpet would surely have been right up Aristotle's alley. And they certainly fit in with





Schumacher's Illustrated Notes on 20th Century Taste. One of a series.





MIRROR AND CONTEMPORARY FURNISHINGS FROM LCS, NEW YORK

today's more informal traditionalism.

The fabrics used include a lacquer-red cotton sateen print with embroidery motifs, on the daybed. There's a surprising melange of colors, patterns and textures, on the cushions. A slubbed stripe on the settee. Seen in the mirror, a wallpapered wall provides a calming and very modern background (a close-up of the chalk-dabbed paper pattern and the red-navy-yellow Greek key border can be picked out in the swatches shown at the top of the page). The draperies of rosy-sand and sky-blue taffeta make a serene yet also colorful backdrop for the room's many color splashes.

The modern temperament is also reflected in the durability of the azure 100% Dupont Dacron® polyester that covers the tufted chair and on which the sandaled foot is perched in the inset picture on the left-hand page. Its qualities would more than likely also have intrigued the luxury-loving yet logical Greeks.

Since the 1890's when columns and their progeny were in one of their many heydays, F. Schumacher and Company has continued to be a primary mainstay of decorators and designers with a mission to achieve interiors of distinction and harmony, whether classically new or classically traditional. Schumacher's unequalled library of fabrics includes prints and wovens of every conceivable school of design and an exhaustive color palette to please even the most innovative colorist. In addition, Schumacher offers a wide range of unique wall-coverings and a representative hand-picked selection of the fine rugs of the world. Finally, Schumacher's own mill can turn out specially commissioned fabrics to fulfill unique design requirements. (You want Napoleonic bees on purple silk? A reproduction of a rare eighteenth century damask in the original colors? Talk to Schumacher.) Undoubtedly when the next emanation of classicism takes the world by storm a decade or so from now, you'll hear designers and decorators continuing to say, "...surely, Schumacher."



Fabric reduces noise in variety of ways

Sound-Ab-Sorb Acoustical Noise Reduction System minimizes noise in the open office and other spaces where noise control is necessary.

Versatile product may be used as wall panels, baffles, banners, and ceiling inserts. Wall panels may be ordered with a tack surface, and with square, beveled, or radiused edges.

Fiberglass core has an NRC rating of .85 (minimum) and carries a Class A fire rating. Coverings are flame-retardant, as well. Panels weigh approximately 8 oz., keeping shipping costs at a minimum.

Suggested applications for the system, in addition to the open office, include restaurants, laboratories, hotel/motel lobbies, and factories. The product is manufactured by the Sound-Ab-Sorb division of Regency Fabrics.

Circle No. 432.

Tuohy

ETS Centers:
Executive Task Solutions

The poised elegance of a fine piece of furniture is
transformed into a dynamic task center.
By just opening the doors.



ETS Centers are a response to the growing sophistication of corporate task requirements, and a recognition of the active executive involvement in these tasks. They are dedicated to the accommodation of these tasks, with a sensitivity for design and its place in the executive environment.

ETS Centers are available for dynamic use in data processing, design/engineering, and executive reference functions. ETS Centers are also available for passive support functions: flat shelving, lateral and overhead filing, and cloak storage.

All ETS Centers are available individually or in modular sequence. They are produced from the finest hardwoods and hardwood veneers. Their detailing is attentive to the specific requirements of the end-user. Their construction is Tuohy.



Circle 47 on reader service card

ETS Centers offer design compatibility with other executive furnishings from Tuohy, including desks, credenzas, shelving, tables and seating.
ETS and Tuohy: the executive solution.

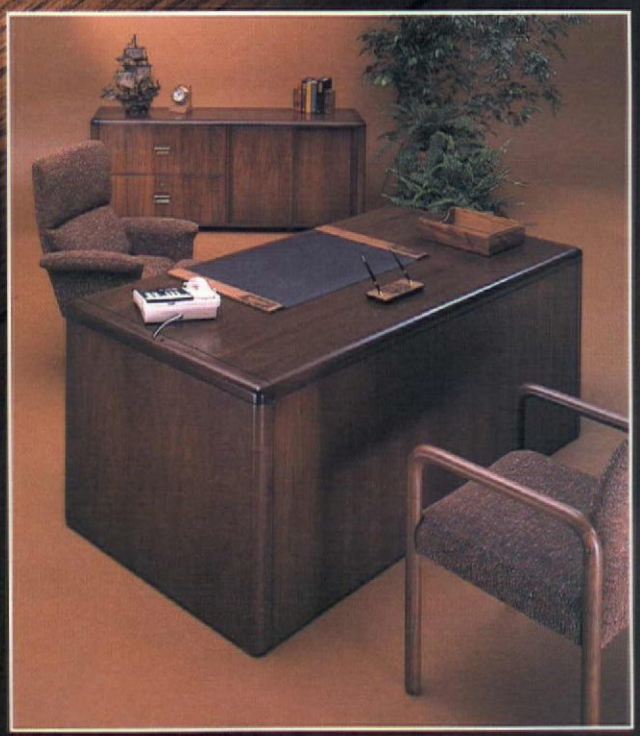
Tuohy Furniture Corporation
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Chatfield, Minnesota 55923

Representation in all major markets. For information, telephone 1-800-533-1696.

KRUG

SoftBlock Series

Solid elegance - that's the look of the new Soft-Block Series from Krug. Gentle curves and radiused edges soften the massive silhouette of this design, while the solid edges of oak or walnut combine beautifully with carefully selected veneers. Backed by Krug's traditional reputation for top quality craftmanship and value, this distinctive furniture series provides an exclusive identity for any executive office or reception area. The SoftBlock Series includes desks, credenzas, executive and secretarial returns, lateral files, bookcases and table desks. All designs are available in a choice of natural oak, mellow oak or walnut.



Krug Furniture Inc.
111 Ahrens Street West
Kitchener, Ontario, Canada N2H 4C2
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Circle 106 on reader service card

COLLIER-KEYWORTH PUTS IT ALL TOGETHER

...from base to mechanism!

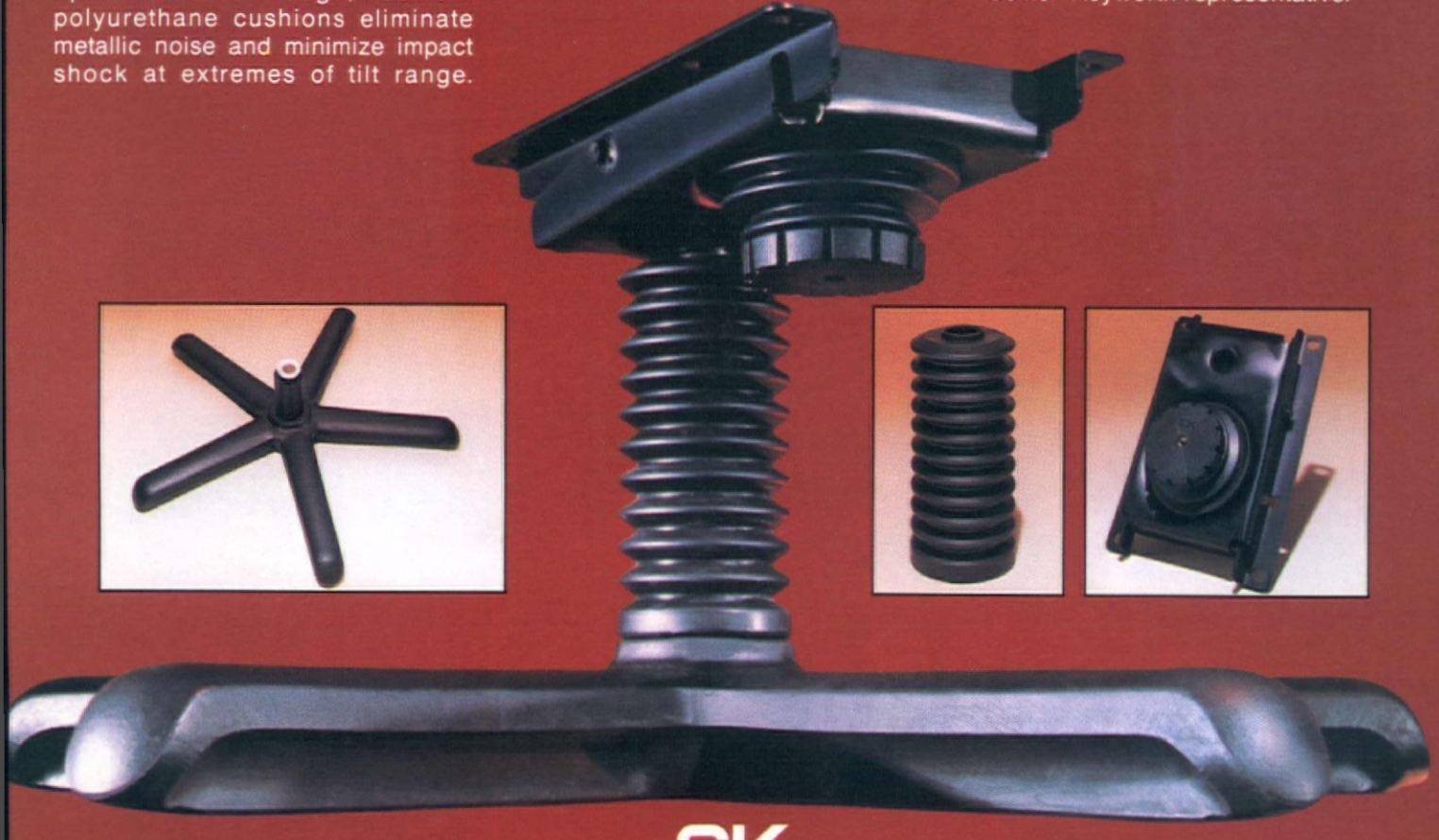
As an integrated unit — or as separate components — the choice is yours. Collier-Keyworth puts it all together from base to mechanism with three new components for fixed back, mid-management office chairs: Model 483 conical spring mechanism, shroud bellows cover, and Model #5500 style chair base with new polyurethane base covers.

Exceeding the strictest ANSI and BIFMA engineering standards, the slim profile mechanism features lubrication-free, glass-reinforced nylon bearings to assure smooth and noiseless operation. Four tough, resilient polyurethane cushions eliminate metallic noise and minimize impact shock at extremes of tilt range. Tension control is easily achieved by a generous adjusting handwheel located within easy reach near the front of the mechanism. The color-coordinated bellows housing conceals the conical spring and blends in with the smooth, sculptured appearance of the mechanism.

The 3" diameter shroud bellows cover the shaft, enhancing the overall appearance of the chair. Available in either black or brown, the bellows are designed to be used with the new polyurethane base covers and other base covers of your choice.

Collier-Keyworth's new polyurethane base covers are offered as a one piece, five legged cover, and are available in either 22" or 26" diameters and come in three colors: black, brown and putty. Designed for appearance and durability, the sculptured base covers are mar-resistant and the solid color resin assures you of a long lasting, attractive base.

For additional information and specifications on Collier-Keyworth's new components, use your reader service card or contact your Collier-Keyworth representative.

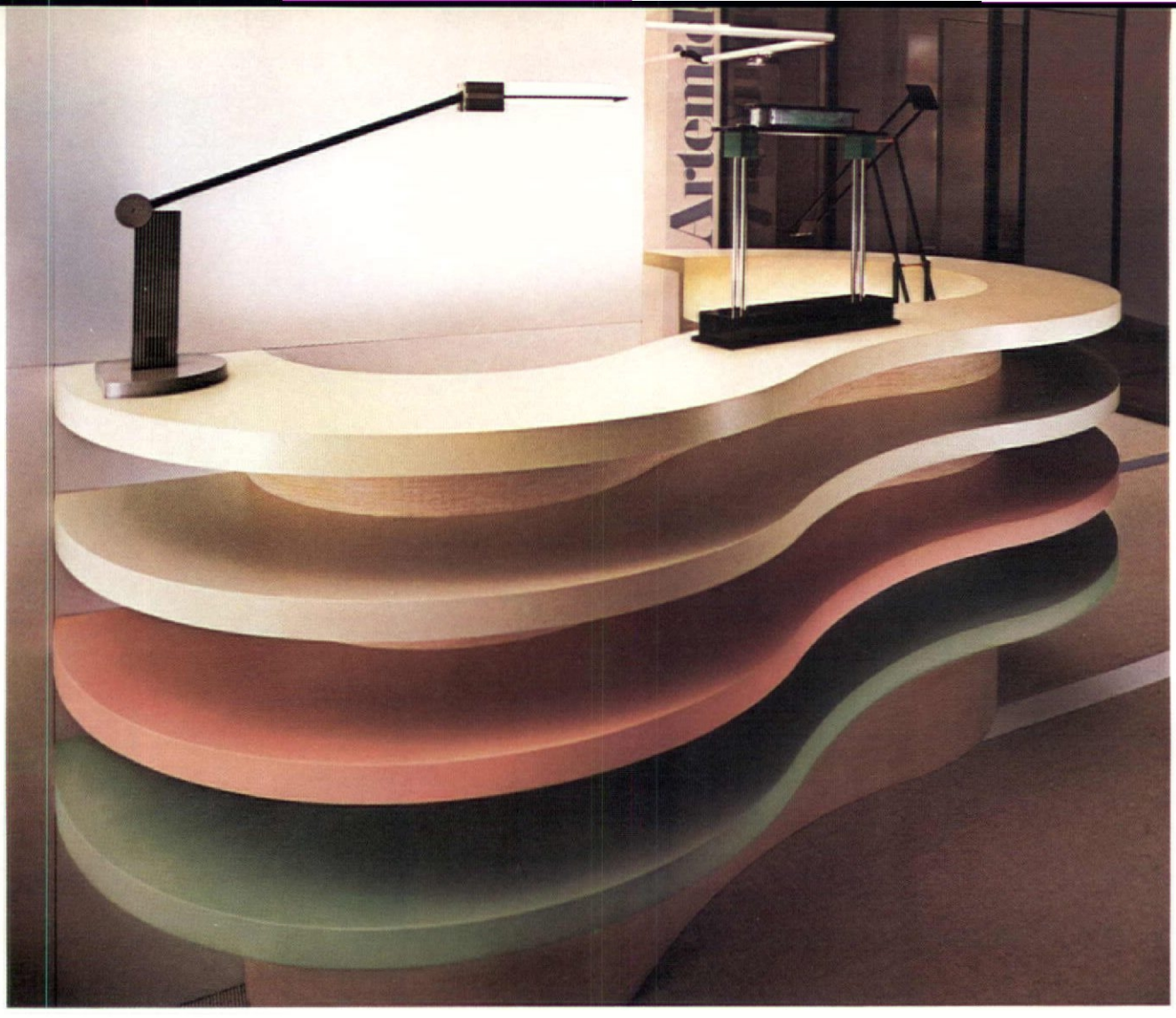


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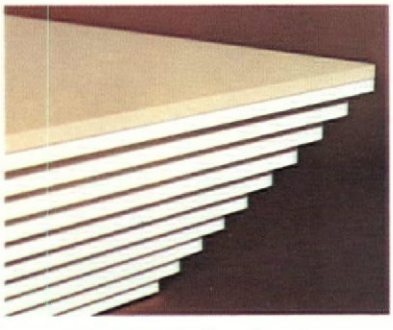
COLLIER-KEYWORTH COMPANY

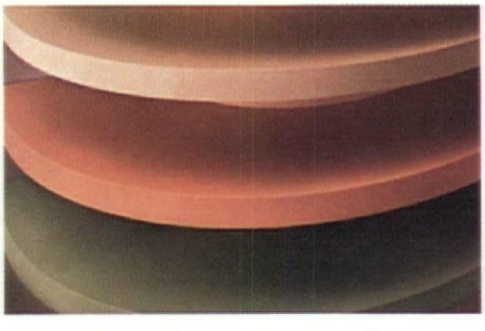
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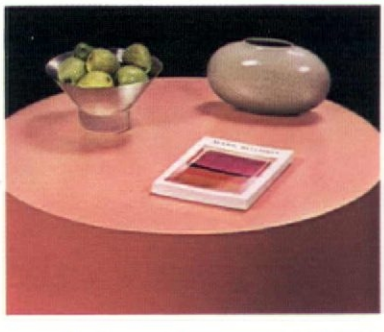
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COLORCORE™ AS A SURFACING MATERIAL. AS AN ARCHITECTURAL ELEMENT.







COLORCORE brand surfacing material is the most technologically advanced material ever to surface. Simply stated, COLORCORE is solid color to the core. Technically speaking, COLORCORE features the high performance characteristics of conventional laminate combined with the added dimension of integral solid color.

In short, COLORCORE is a first in surfacing materials.

COLORCORE gives the illusion of mass rather than surfaces. Since the color is solid throughout, the seams don't show and the visual impact of chips, nicks and scratches is reduced dramatically. And COLORCORE is almost twice as abrasion resistant as conventional laminate.

COLORCORE offers both increased durability and enhanced design capabilities. The material can be routed. Sandblasted. Radiused. Beveled. Different color sheets can be stacked. And, COLORCORE is available in all 72 colors of THE COLOR GRID system.™

Shown above are examples of the emerging body of work being done in COLORCORE. At top is the Artemide showroom designed by Lella and Massimo Vignelli. COLORCORE enables the curved edges of this reception desk to have a solid sculpted look. Because COLORCORE is solid color there are no edge lines to be seen in these custom tables by architect Paul Segal (right) and Barbara Ross (left), both Formica Design Advisory Board members.

COLORCORE. The first surfacing material that can keep up with your imagination.

For more information write Formica Corporation, Dept. D1, 114 Mayfield Ave., Edison, NJ 08837. For free COLORCORE samples, call toll-free: (1) (800) 543-3000. Ask for Operator #375. In Ohio, call: (1) (800) 582-1396.

COLORCORE™
COLORCORE BRAND SURFACING MATERIAL
BY FORMICA CORPORATION

Circle 76 on reader service card

For The Total Office

(Circle No. 2.)

TEMPUS II



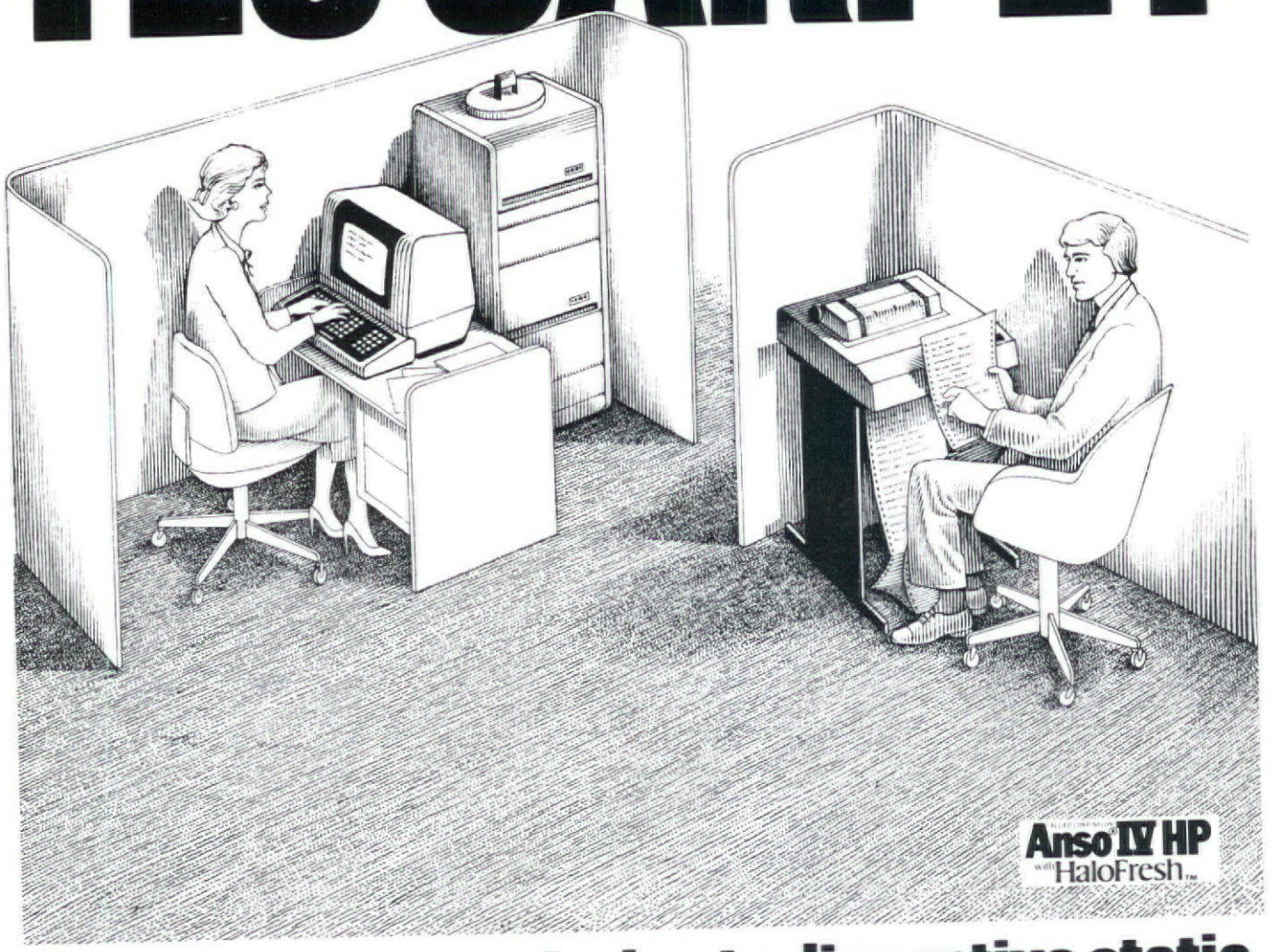
The Boling line of computer-support furniture
enables designers to plan the *total office*.
Access tables are designed for use with CRT terminals,
printers, microfilm readers, and word processors.
These pieces are designed to match existing Boling desk styles
and provide location for equipment giving access to
the vital information from today's electronic systems.
Access tables are available in
24" and 30" depths, 30", 36" and 42" lengths,
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TEC™ CARPET



The permanent solution to disruptive static.

It's the warranty you've been waiting for, and Allied makes it crystal clear: new TEC™ carpet —with its integrated face yarn and backing system—will not cause static-related disruptions of even the most sensitive electronic equipment. Read the warranty label for details.

It's the strongest warranty you can get. And this warranty is not only good for the life of the carpet, it's good even if equipment is added or changed in the future. Because TEC carpet is engineered for permanent, Total Electronic Compatibility with all electronic equipment.

Which means the guesswork, worry and uncertainty of specifying commercial carpet for use with computers and other electronic equipment is over, too.

Permanently.

And there's more good news. TEC carpet is made of Multi-Task Anso® IV HP nylon with HaloFresh™, so it comes with built-in soil and stain resistance, antimicrobial protection, the high-performance of heavy denier fibers, and a 10 year wear warranty direct from Allied to the end-user. (See warranty label for details.)

Now it's all so simple. When it's critically important to keep electronic equipment safe from static, you'll be safe with TEC.

The carpet that puts an end to the most critical static-related problems, once and for all.

For more information, write to:
Allied Technical Center, P.O. Box 31, Petersburg, VA 23804.

™TEC TOTAL ELECTRONIC COMPATIBILITY CARPET

Circle 49 on reader service card

ALLIED Corporation

Designer J. Brownstone Discusses the 7000 Series

"Of course, I wanted it to look good. Contemporary, clean, pleasing to the eye. So the cushions look loose even though they're permanently attached. And bases can be chrome or bronze or even laminates.





But it was equally important to me that the 7000 Series was comfortable. Its 20 inch seat height makes it very easy to get out of. And it offers superb back support. So the 7000 Series not only looks good, it answers my requirement that great furniture must also "sit healthy."

The Condi collection can be seen at the following showrooms:

Chicago
the Merchandise Mart,
Space 995; (312) 222 · 1591

Dallas
the World Trade Center,
Space 9009; (214) 742 · 7571

Los Angeles
the Pacific Design Center,
Space 219; (213) 658 · 5500

San Francisco
the Galleria/Design Center,
Space 449; (415) 861 · 7459

Seattle
the Design Center Northwest,
Space 222; (206) 767 · 5900

Washington, D.C.
Design Center, Space 602;
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our furniture is the future
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Circle 51 on reader service card









Contemporary office group offers desk & companion pieces with traditional hardware



Helikon Furniture Company affords a classic look priced for middle management. Designed by Bob Becker, group includes desks, companion credenzas, breakfronts, and bookcases.

Each piece is crafted of mahogany veneers. Classic design combines contemporary lines with traditional moldings and hardware.

"Thames," the collection, is named for a small Connecticut river near the Helikon factory. **Circle No. 431.**

COM!

When it comes to COM upholstery, DesignTex is first.

Major contract furniture manufacturers tell us that more DesignTex upholsteries are specified as COM than those from any other contract fabric sources, including the manufacturers' own stock fabric lines. And in a recent trade publication survey, 50% of all specifiers polled listed DesignTex as their primary COM source. Why? Because DesignTex offers more textile variety and reliable testing—more exclusive colors, more unique textures—and more in-stock, ready-to-ship availability. Worldwide.



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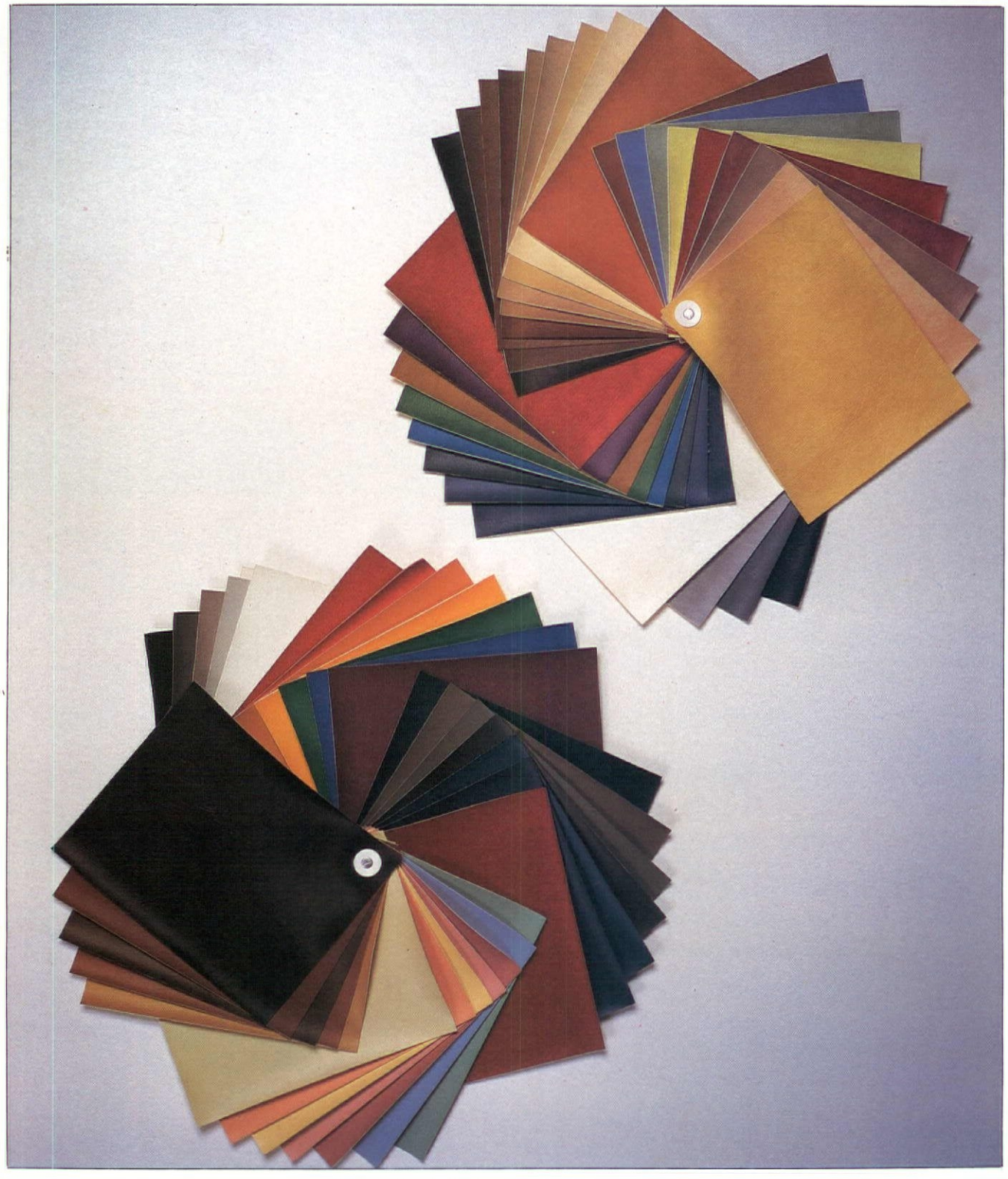
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Vinyl-coated upholstery exceeds major fire code specifications

Naugahyde 2/200, the latest vinyl-coated upholstery from Uniroyal Inc., exceeds some of the country's most demanding fire code specifications.

Uniroyal's upholstery meets or exceeds the following regulations: City of Boston FD 11-2; California Fire Regulation Bulletin 117, Sect. E; Port Authority of New York/New Jersey; City of New York Bulletin 44; and CCC-A-680a.

The product performs above standards of minimum smoke generation testing according to the National Fire Protection Association (NFPA) test method 258 (NBS smoke chamber).

"Innovation" (left) will be offered in 32 muted tones, brights, and "ice cream" shades projected for 1985. "Unique" (right) is available in 30 colors including deep leather-look tones and lighter shades. **Circle No. 430.**

You can spend weeks running around New York and never see everything the design industry has to offer.

Isn't it about time New York had a design center of its own?

IDC NY

It's why New York will remain the design center of the world.

Finally, the true design capital of the

Trying to see all the great design resources New York has to offer requires numerous visits to numerous locations. And every year, it seems like those locations change.

One year, Third Avenue is the so-called design center of New York. Another year, Lexington Avenue claims to be. It changes as fast as the rents get raised.

But in 1985, New York's design industry will finally be in the permanent home it has always deserved. IDCNY. The International Design Center, New York.

A spectacular design center with a master plan by I. M. Pei & Partners. With interiors by Gwathmey Siegel & Associates Architects. And with spectacular graphics by Vignelli Associates.

A spacious design center with over 100 acres of showrooms in buildings built specifically as showroom space.

A gracious design center with restaurants created by Joseph Baum, the genius restaurateur responsible for bringing New York Windows on the World and The Four Seasons, among many others.

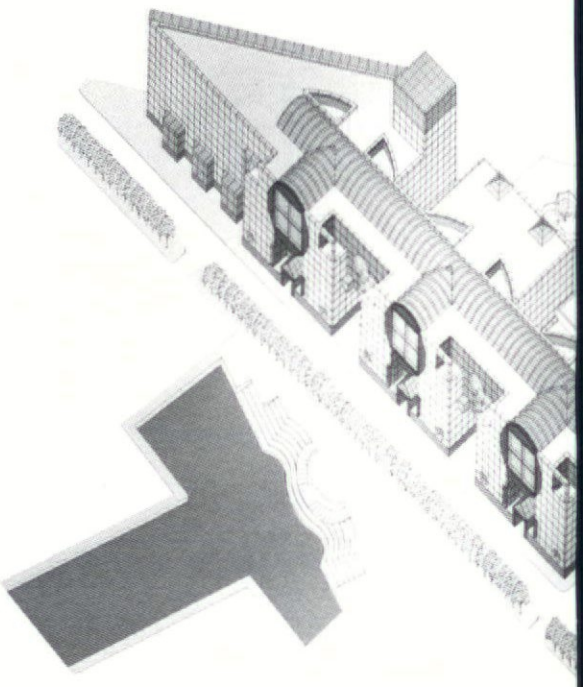
An exciting design center with special events. Market weeks. Seminars. A resource and archival center sponsored by the Parsons School of Design. There'll be continuous public relations and advertising to keep the industry in the forefront of people's awareness.

And it'll all take place in a financially stable environment created by the Lazard Development Corporation, the real estate development affiliate of Lazard Frères & Co.

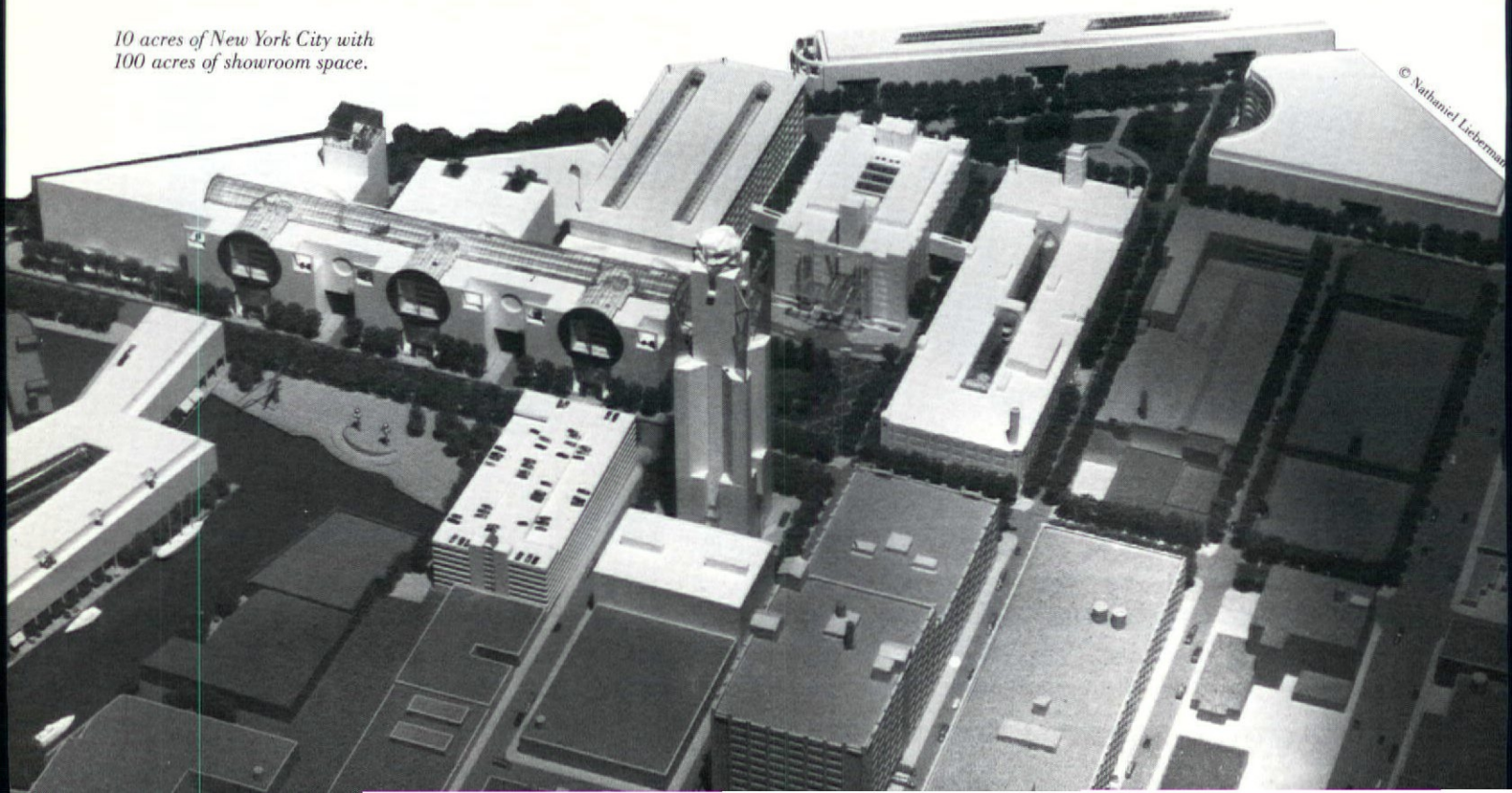
For the first time, New York's design community and their clients will have the opportunity to see the great fabric houses, the lighting sources, the floor and wall covering firms and of course, the furniture showrooms in one place. At one time. Quickly. Conveniently. More importantly, pleasantly.

4½ million sq. ft. designed for designers, by designers.

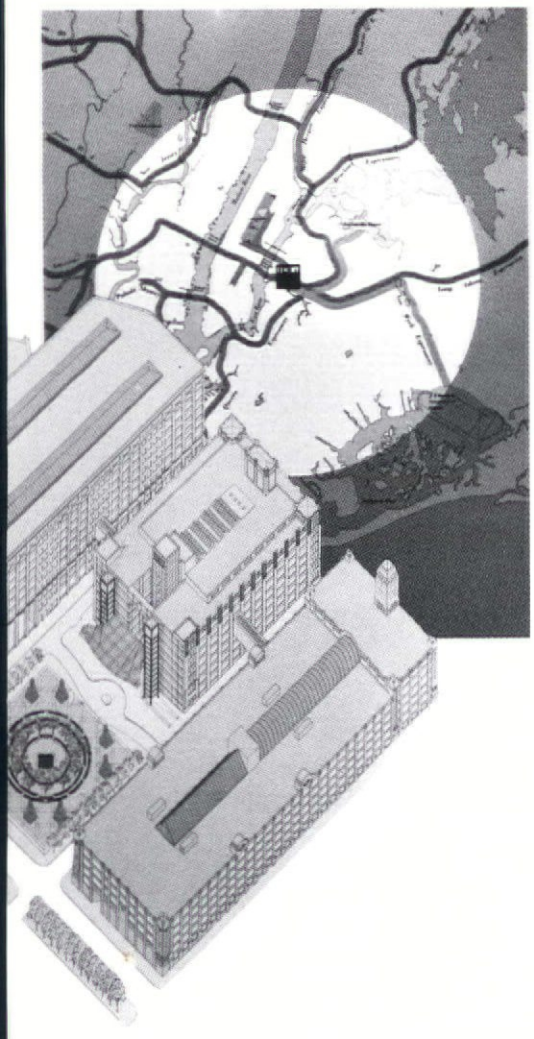
Every resource will be together– in one convenient place.



10 acres of New York City with 100 acres of showroom space.



world is getting a permanent home.



Why the design center of the world will be in Long Island City:

It had to happen eventually. New York isn't doing all the business it should and can because the design industry is scattered all over.

So it had to happen somewhere. The question was, where?

Manhattan was the obvious answer. But where can you find the vast amounts of space the design industry so desperately needs? At prices that won't drive the entire industry out of the City altogether?

Financially and logistically, the best option was Long Island City. The area New York Magazine calls "The Next Hot Neighborhood."

The movie studios have already moved there. So have the tennis courts. The artists. The bistros. There's even a $600 million waterfront development planned.

In the midst of all this activity, on 10 acres of New York City, will be IDCNY. With 4½ million square feet of showroom and exhibition space. With plenty of room to park. And room to grow.

The IDCNY neighborhood will be beautiful, too. In fact, the City is spending $4 million to landscape it.

There's another reason Long Island City is so perfect. It's convenient. It's closer to midtown Manhattan than most of Manhattan. A quick trip by train, bus, cab or limo. (Or you can enjoy our free transportation service to get you there and back.)

But that's not all. Wait till you see the rents. Never again will the industry feel the panic of having to change its home or spend all its profits to stay where it is.

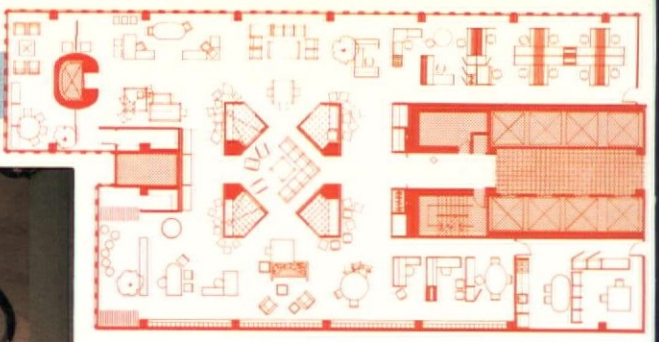
Because in 1985, all the great design resources will be right where they belong. Together at last in New York City. In one place. IDCNY. The greatest design center in the world.

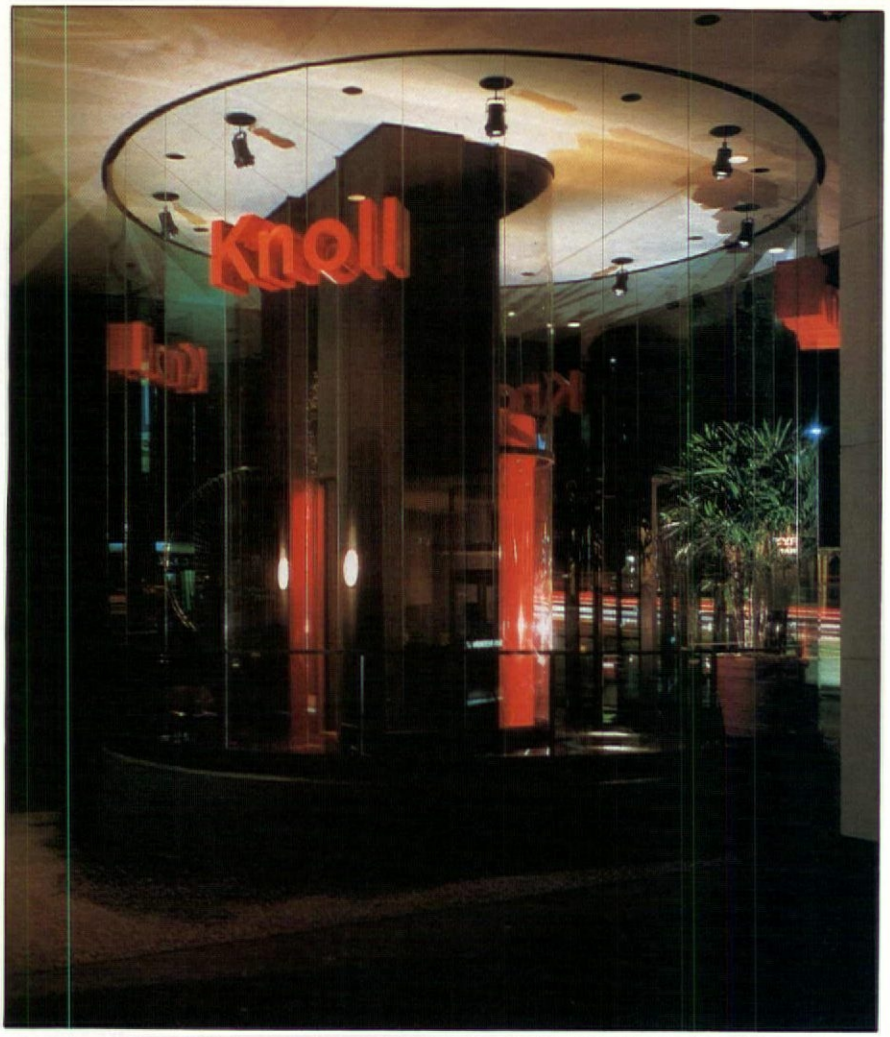
IDCNY

It's why New York will remain the design center of the world.

To talk about your place in the IDCNY, call Emmett L. Dineen, President of IDCNY at (212) 486-5262.

Circle 54 on reader service card







Knoll's Atlanta showroom paints the town orange

Passersby at Peachtree Center, Atlanta, are now greeted by a clear acrylic cylindrical elevator forming the private entrance in "Knoll orange" to the firm's new showroom.

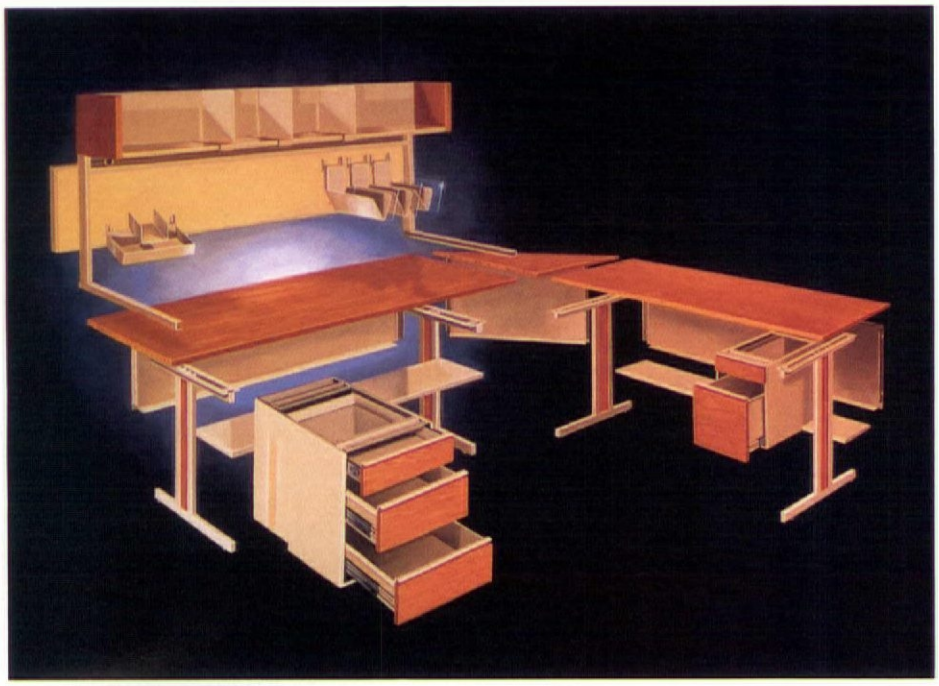
Lee Stout, creative director, Knoll Space Design, worked closely with Hendricks and Associates, Atlanta interior design firm, to achieve treatments such as charcoal stucco walls, invisible solar mesh banners, copper ceiling, and ebonized wood accents.

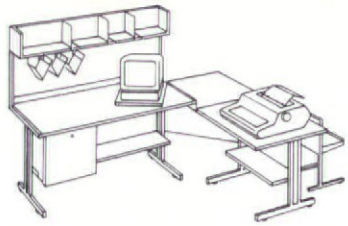
A veil of solar mesh forms a floor-to-ceiling window treatment to block intense sunlight, yet permit an unobstructed view of street and trees below. Horizontal cabinets along an 80-ft. wall provide the setting for Knoll Textiles displays with color-corrected lighting and work counters.

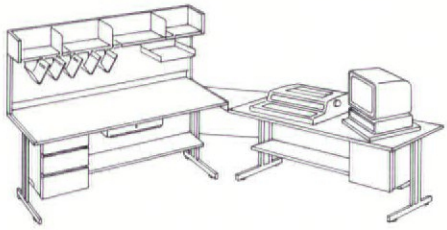
At the showroom's center is a presentation space equipped with audio-visual facilities, which incorporates and expands on the building's structural columns. Stout created four small pentagonal rooms and sheathed the walls in gray mirror. Exterior configurations form part of the general showroom area.

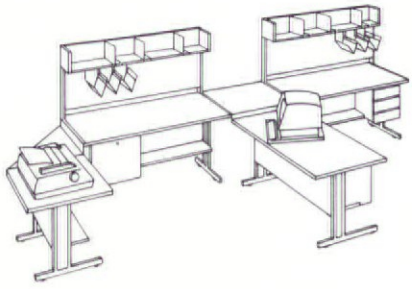
Four invisible doors close between each set of rooms to form a four-walled private space. Stout comments, "Too often conference rooms become dead space. Our mirrored retractable panels eliminate this dead space, expanding the display area and providing a fully equipped meeting space when one is needed in the showroom.

"The gray mirrored surface is an unobtrusive way to enhance and visually expand what would otherwise be a relatively small, windowless interior space. And the rear-screen projector behind mirrored panels creates an unique floating effect for audio-visual presentations."













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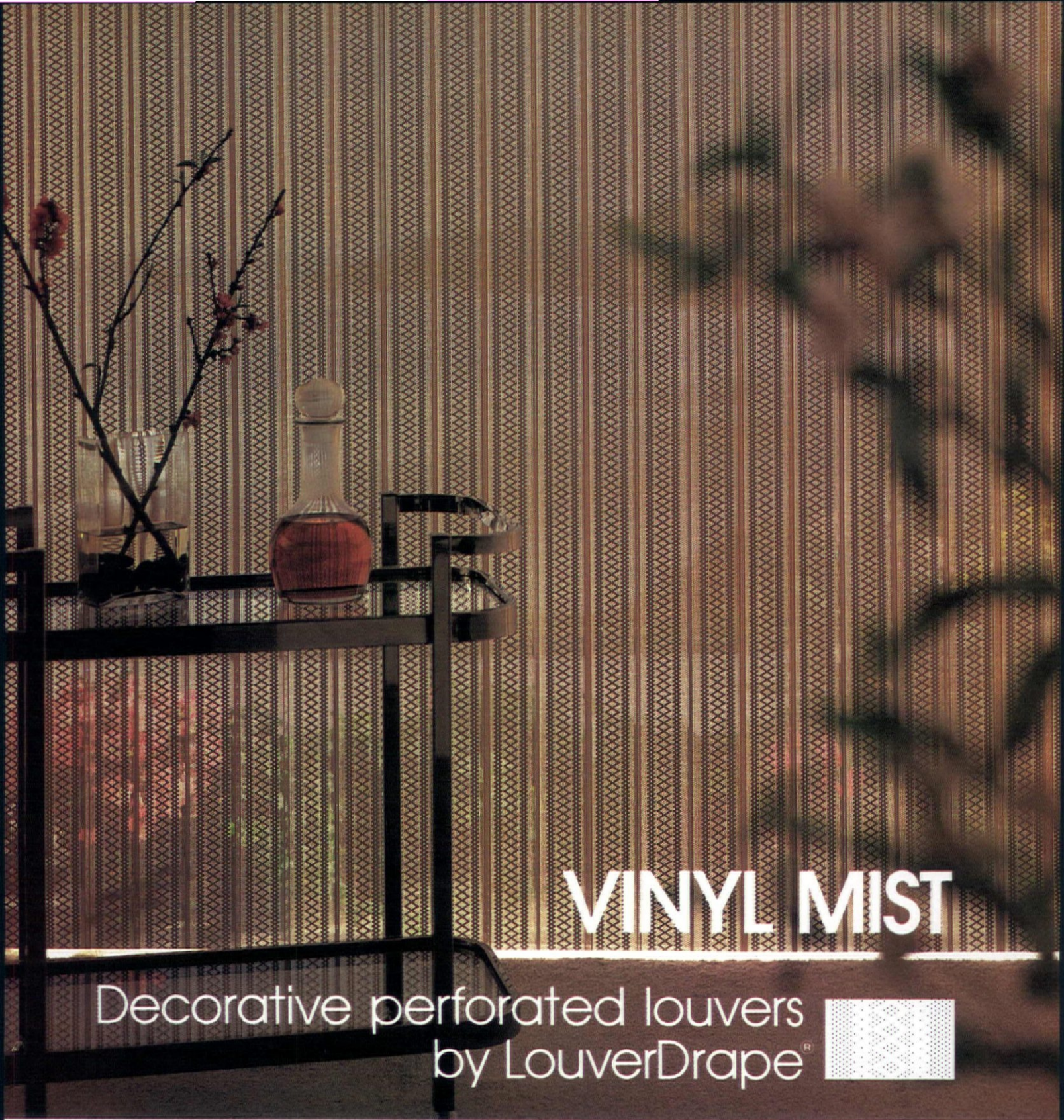
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Ronald L. Jones (shown) is now president, The HON Co., div. HON Industries. He replaces J. Harold Bragg who retired in June, 1983.


Jones

A master calendar of events pertinent to the carpet and rug industry is published quarterly by the **Carpet & Rug Institute.** For information contact Betty Hickman, CRI, Box 2048, Dalton, GA 30720; 404/278-3176.

Mary Frances Benko has been appointed national showroom manager for F. Schumacher and Co. She will direct marketing and display of Schumacher and Waverly brand products.

Robert F. Traflet has been named president, Fibers Division, Allied Corporation Chemical Sector. He replaces retiring R. Thomas Cummings.

Director of operations, Edward Axel Roffman Associates Inc., is **Steven Marigliano.** He was formerly with Philip Morris Inc.

John V. Lipford has become vice president, sales/contract division, La-Z-Boy Chair Co.

Gensler & Associates/Architects has named **Kathie Parker** vice president. She directs financial and accounting operations for offices in San Francisco, Los Angeles, Denver, Houston, and New York.

Hiebert announces **Don Minkoff** has joined the company as Western Division manager, based in Los Angeles. **Enoch Anderson** has accepted a position as Eastern Division manager, based in Chicago. **Ed Kotal** is manager, national accounts, Carson, Calif. **Shirley Conner** is new Chicago regional manager, while **John Spade** is Washington, D.C. regional manager. **Linda Stuart** is district manager, Boston.

Reorganization of **Rose Johnson Inc.** includes consolidation of RJ Office Systems Inc., Progressions Inc., Timber-Line Inc., and Johnson Furniture Co.

Corry Jamestown Corp. adds a warehouse in Anaheim, Calif., to service quick-ship orders in the Western U.S.

Hugh Marlais Davies has been named director, La Jolla (California) Museum of Contemporary Art.


Washay

S. Harris & Co., Los Angeles fabric and wallcovering firm, named **Jeff Bonin** Rocky Mountain region sales representative. **Sandy Stoner** is new showroom operations manager, Denver.

Two new appointments to Vecta Contract's national sales staff are **Kerry Washay** (shown), East Coast regional manager, and **Glen Julius,** North Texas and Louisiana district.

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Bare-Bud® lamps – low voltage subminiature lamps, mounted within cells for a decorative ambiance.

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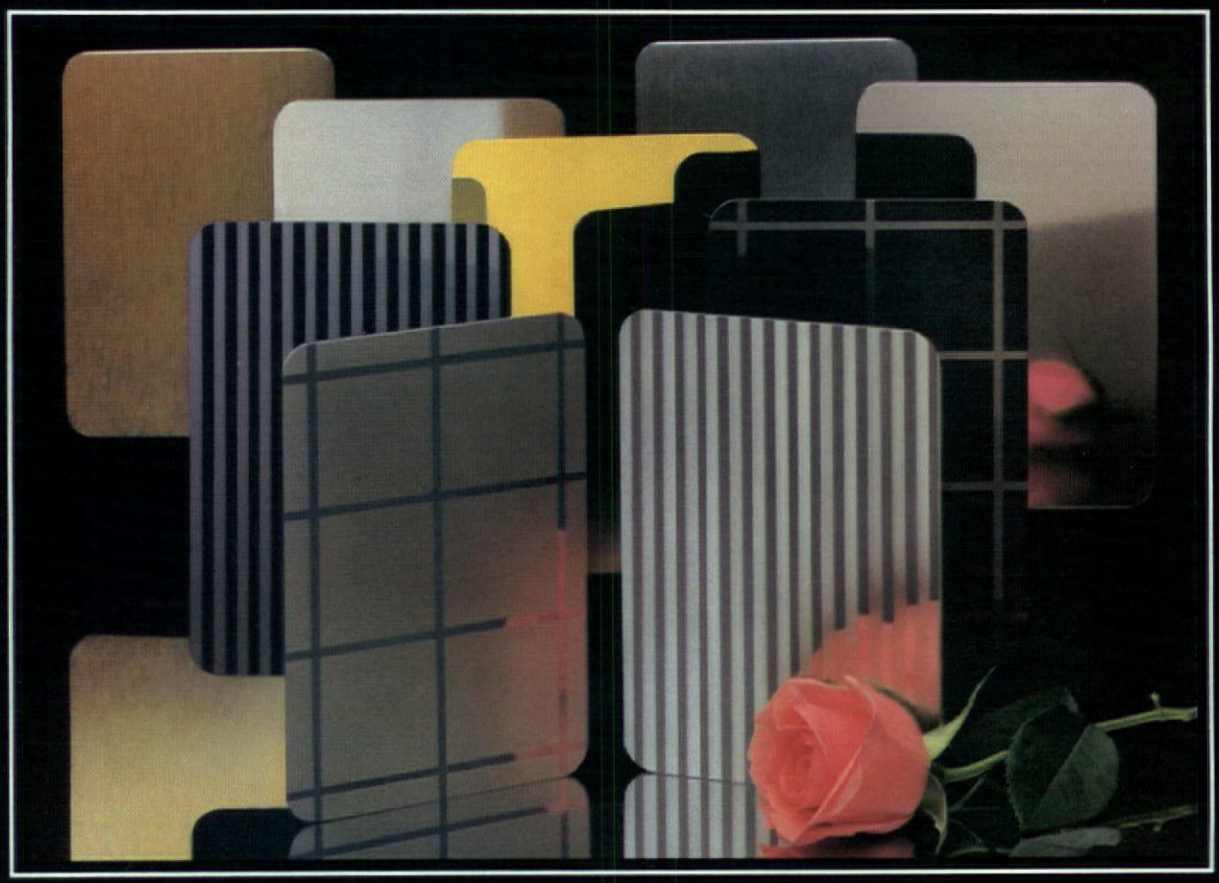
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Newly appointed president, North American operations, Hunter Douglas window coverings and architectural building products div., is **Gerard Fuchs** (shown).


Fuchs

Haworth Inc. makes its entry into the international market with the appointment of **John Van Vliet,** new international marketing director for the furniture manufacturer.

Greater Miami's Young Women's Christian Association (YMCA) has named **Dean K. Newberry,** director, Design Matrix Division of Spillis Candela & Partners Inc. architects, a Women In Business and Industry Award winner. Newberry manages a staff of 20 design professionals.

Jeffery S. Ribnik, AIA, has merged his architectural/design/development firm with **Architectural Design Concepts,** Atlanta, where he assumes the presidency. He formerly headed Atlanta-based Intown Innovations Inc.

Bernard Vinick, FASID, has been elected president, International Federation of Interior Architects/Designers (IFI). This marks the first time an American has held the presidency.

Columbus Coated Fabrics Division of Borden Inc. announces **William B. Zendig** is vice president, marketing.

The Heller Group, Beverly Hills, Calif., announces a wallcovering utilizing corded wool blend construction, designed to be flame-retardant and acoustically absorptive. Coordinated floorcovering is also available.

Cynthia Russell has joined Badische Corp. as contract carpet consultant for the West coast. She will be based in the firm's Lakewood, Calif., offices.

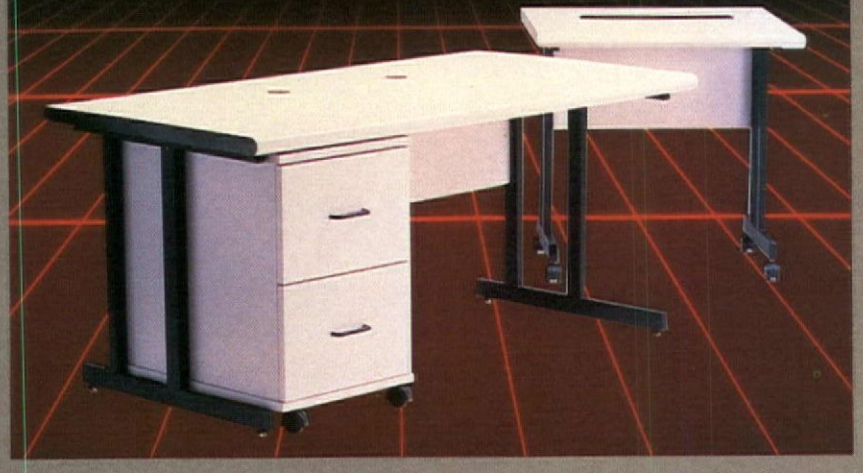
National Home Fashions League (NHFL) has elected **Dorothy Collins,** Dorothy Collins Interiors, Edina, Minn., president of the organization. She served as president-elect of NHFL during the past year.

Youghal Carpet Holdings Ltd., Ireland-based parent of Navan Carpets Inc., Youghal Carpets, and Wilton Royal, has restructured its marketing plan to support U.S. sales of **Navan Carpets Inc.** That mill remains the most well-known of the three firms in the U.S. market. **Margaret Simmons** has been appointed executive vice president, Navan Carpets, Inc.


Lehrfelds

Robert and Florence Lehrfeld (shown) are new regional managers for The Pace Collection in the Washington, D.C./Baltimore area. They will be headquartered at the firm's new Washington, D.C. Design Center showroom to service the capitol region.

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PEOPLE/NEWS

To broaden its contract market share, **Woodard**, casual furniture manufacturing company, has named nine contract representatives throughout the U.S.

Theodore L. Ashcroft has been named products manager, contract products, Samsonite Furniture.

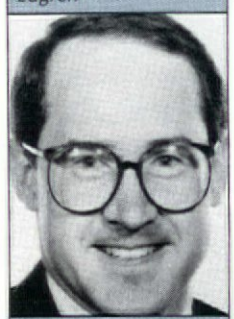
HAG USA announces as its president and board member **Hal W. Boetsch.** He will supervise the North American division of the Oslo, Norway, concern.

Western area sales manager for Scotchgard protector and related 3M products is **E. Loyd Tressel**. He will be responsible for sales efforts throughout the Western portion of the U.S. for the Commercial Chemicals division of the firm. Tressel is based in the Chicago office.

Thomas C. Edgren (shown) was promoted to the position of manager, product development/management, Conwed Corp.


Edgren

Rick English (shown) was named Southwest regional manager, Atelier International.


English

Auto-trol Technology Corp., manufacturer of computer-aided design and manufacturing systems, announced plans to demonstrate Initial Graphics Exchange Standard (IGES) pre- and post-processors for its series 5000 and 7000 Advanced Graphics Software. Demonstrations are planned for the third quarter of 1983. For information contact Betty Skatoff, Marketing Communications Manager, Auto-trol Technology Corp., 12500 N. Washington St., P.O. Box 33815, Denver, CO 80233; 303/452-4919.

Appointments at Shelby Williams Industries include **Leo J. Yager,** president, Madison Furniture Industries, the office furniture division of the parent concern. **Dr. Lorne A. Parker,** director, University of Wisconsin Center for Interactive Programs, is now telecommunications consultant to Shelby Williams. He will advise the firm in teleconferencing. The company has recently licensed to manufacture furniture in England through arrangements with **G.H. & S. Keen Ltd.**, Princess Risborough, U.K. Contract seating division president **Paul N. Steinfeld** has been named one of the 1983 Outstanding Young Men of America by the U.S. Jaycees.

HBI, the commercial division of Home Beautiful, New London, Conn., assigned **Stephen J. Kelly** to the position of commercial division account executive.

Kristl H. Reinhardt joins J.P. Stevens & Co. Inc. as commercial fabrics department stylist, woolen and worsted div.

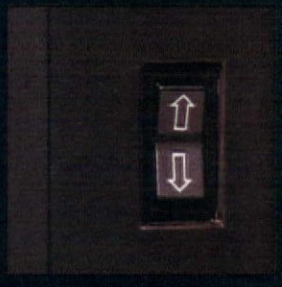
Spillis Candela & Partners received the 1983 Governor's Design Award for the New World Center Campus, Phase Building I, Miami-Dade Community College.

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At last — appropriate housing for the executive computer





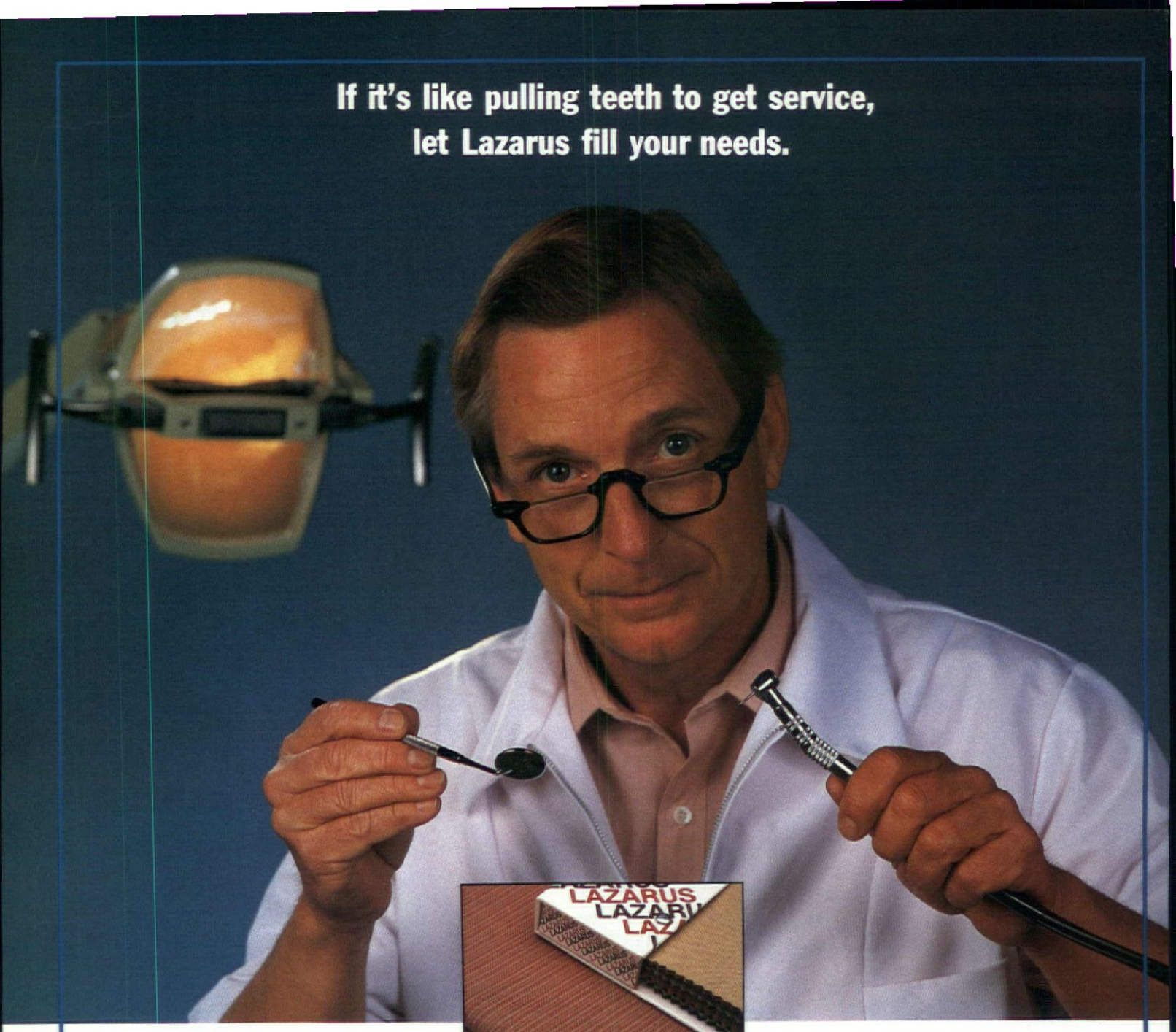
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That's not all. Our reputation for service and on-time delivery is outstanding. In fact, we ship most orders within 48 hours. But when you're working with professionals like Lazarus, would you expect any less? We've even turned down orders rather than mislead customers on delivery dates. Knowing they can count on Lazarus gives all our customers something to smile about.

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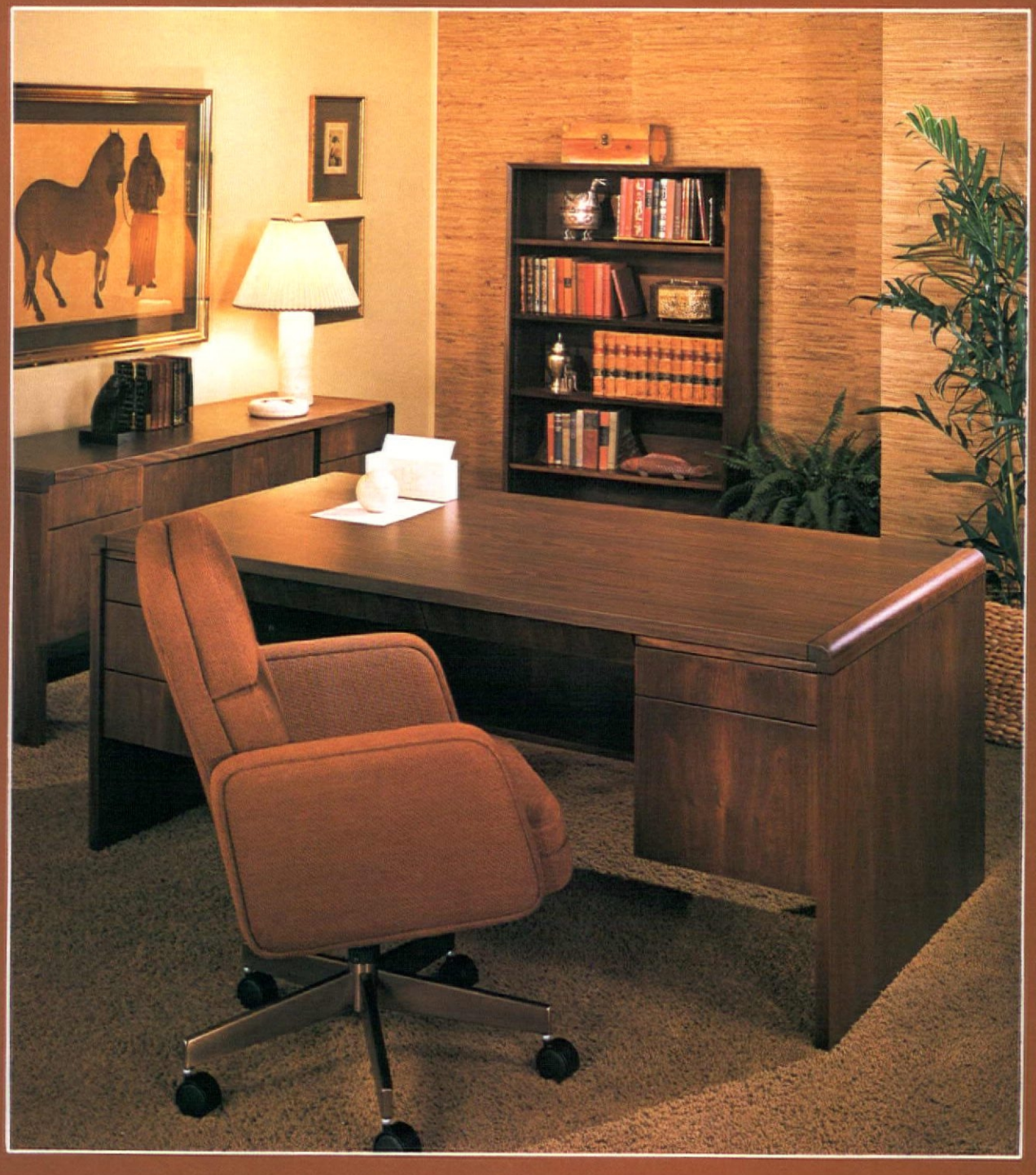
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1983

September 22-23. Michigan Design Center Preview XIII. Michigan Design Center, Troy, MI.
September 22-25. Woodworking Machinery & Furniture Supply Fair. Convention Center, Los Angeles.
September 22-29. At Home With France—Tissue Deluxe 1983, Contract Fabric Exhibit. Armory, 643 Park Ave., New York.
September 28-October 2. National Office Products Assn. Annual Convention & Exhibit. Hyatt Regency & McCormick Pl., Chicago.
September 30-October 3. Seventh Annual Fine Arts Forum—Artexpo Texas. Market Hall, Dallas.
October 8. Designers' Saturday, Phoenix. Southwest Interior Design Center, Phoenix.
October 10-13. INFO '83, Information Management Exposition & Conference. The Coliseum, New York.
October 13-15. Designer's Saturday. Member Shrms., New York.
October 20-22. CONEXION '83. First Annual Southeastern Contract Design Market. Atlanta Market Center, Atlanta.
October 25-27. International Energy Management & Facilities Improvement Show. Expocenter, Chicago.
October 25-27. High-Tech Exchange—Architectural Master Planning In The Corporate Environment, AIA/IBM Conference. Sainte Claire Hilton, San Jose, CA.
October 26-29. 39th Annual Convention of the Marble Institute of America. Sheraton Hotel, Palm Springs, CA.
October 30-November 2. Industrial Designers Society of America 1983 Annual Conference. Hyatt Regency, Chicago.
November 1-3. INTECH '83, First Annual Data Communications & Networking Conference. McCormick Pl., Chicago.
November 2-4. International Facility Management Association Conference. Fairmount Hotel, Denver.
November 2-6. Society of American Registered Architects (SARA) Annual Convention. New Orleans Marriott, New Orleans.
November 5. IBD Student Rally. Galleria, San Francisco.
November 9-10. CONTRACT/*Facilities Design & Management* Computer-Aided Space Design & Management Conference. Halloran House, New York.
November 10-12. Design Assembly/Agora Award Presentation. The Marketplace, Philadelphia.
November 10-12. Stained Glass International/1983. New York Statler Hilton, New York.
November 13-16. 68th International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 18-19. Designers Trade Market, sponsored by Ohio South/Kentucky Chapter, ASID. Sheraton/Springdale Hotel, Cincinnati, OH.
November 21. INTERIORS EXPO '83, Texas Chapter/ASID Industry Foundation Exhibition of Contract & Residential Furnishings. Loew's Anatole Hotel, Dallas.

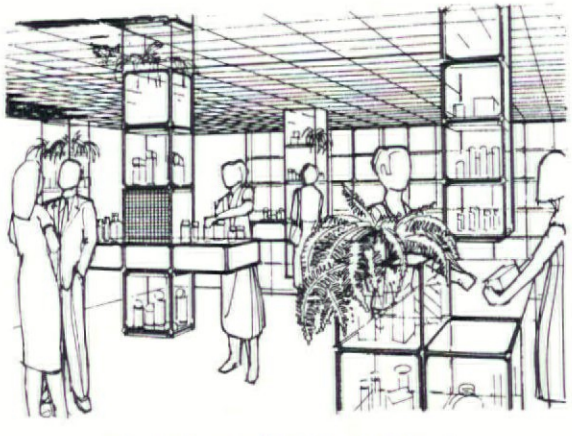
Foreign Trade Shows 1983

September 22-25. The Heritage Canada Foundation 10th Anniversary Conference. Royal York Hotel, Toronto.
September 27-October 2. Cersaie, International Ceramic Tile Exhibition. Bologna Fairgrounds, Bologna, Italy.

Direct trade show information to Coming Events Editor, CONTRACT Magazine, 1515 Broadway, New York, NY 10036.

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When it comes to choosing an interior, options speak louder than words. What you need is a system that will adapt itself to your needs. A system with enough options to leave you in complete control, when you want to change its shape, its position, its merchandise. A system that gives you everything from custom design to custom color. A system that gives YOU the options.

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Knoll
Diffrient Management Chair
There is a popular myth in business: Fatigue is the sign of hard work and high productivity. Knoll and designer Niels Diffrient know fatigue is the enemy of productivity, and so explode that myth with the Diffrient chair. This is seating that beautifully combines everything the research of the last 30 years has revealed about comfort and productivity with everything Knoll and the designer know about aesthetics. Another myth: Knoll makes only very expensive office furniture. The Diffrient Management chair puts another myth to rest.
Knoll International, The Knoll Building, 655 Madison Avenue, NY, NY 10021.
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Weave a new environment with architectural metal mesh.

Bally's Park Place Casino Hotel, Atlantic City, New Jersey



Inside, outside, Cambridge architectural mesh offers the designer a rare combination of excitement and practicality. Woven metal walls gleam softly in contemporary textures of stainless steel, brass, and other alloys. Polished, satin finish, or statuary surfaces contrast with backgrounds of flat black, or rich colors. And everywhere is depth, tactile as well as optical, to add another dimension to your environment.

To this striking new material, add the very practical elements of strength, durability, and resistance to vandalism. Scratches are minimized. Graffiti is difficult to apply and easy to clean off. And naturally corrosion-resistant metals, anodizing, and acrylic finishes give lasting beauty.

Cambridge architectural mesh is available in 24 standard textures. Or it can be custom-woven in almost any metal, pattern, finish, and size your imagination can devise. Picture it now, in your next lobby, restaurant, elevator, ballroom, boardroom, office, contemporary home, exhibition hall...any place you need the look of tomorrow in your environment of today.

Write or call for our brochure showing specifications or discussion of your particular needs.
Cambridge Wire Cloth Co.,
P.O. Box 399, Cambridge, MD 21613.
Phone 800/638-9560
(in Maryland, 228-3000).



CAMBRIDGE
WIRE CLOTH COMPANY

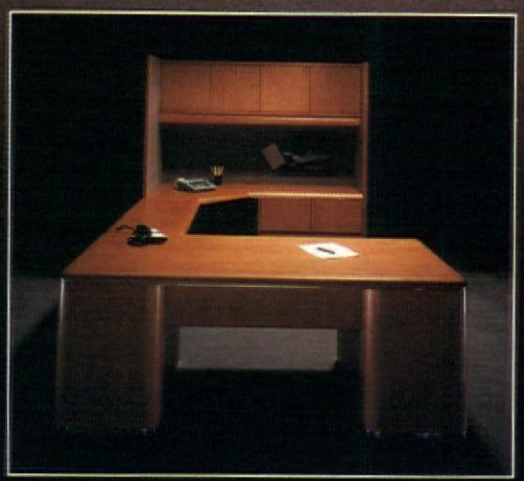
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DAVIS

Woodtech 4000™

The innovative wood system for the fast changing office environment.



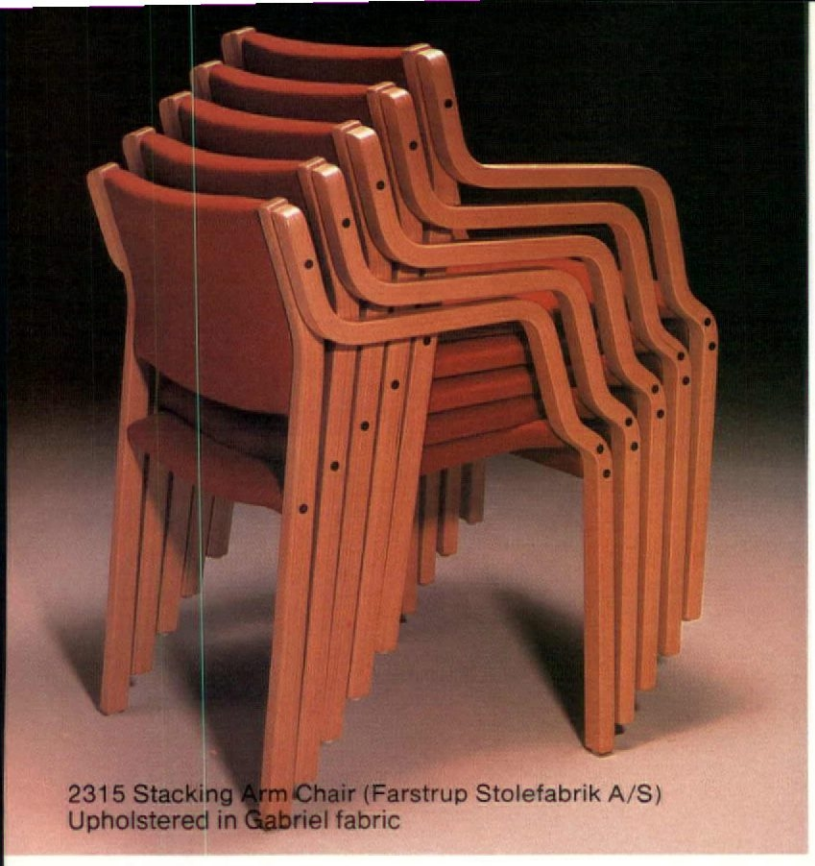


Innovation...the key word for Woodtech 4000™. Transitional design enhanced by the quality and warmth of wood. Yet, as functional in its applications as most other modular systems. The line contains over 80 units which will adapt to almost any office environment - from conventional all the way to an extensive modular *electrified* system for data processing.

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P.O. Box 2065, High Point, NC 27261
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Designed by Robert Bernard Associates

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2315 Stacking Arm Chair (Farstrup Stolefabrik A/S)
Upholstered in Gabriel fabric



Stella Lounge Group in teak
(L. Olsen & Son, Mobelfabrik K/S)

CADO



Royal System in teak
(Tranholm Design A/S)



Tranholm



Olsen & Son



Gabriel



Tranholm



Farstrup



Olsen & Son



Tranholm

Visit the special furniture exhibit presented by Cado in cooperation with Tranholm Design A/S; L. Olsen & Son, Mobelfabrik K/S; Farstrup Stolefabrik A/S; and Gabriel Boligtextiler, August 23 to October 3, 1983 in the Scandiline/Cado Showroom, Space 222, Pacific Design Center, Los Angeles.

DENMARK PRESENTS

CADO ROYAL SYSTEM INC
A SUBSIDIARY OF SCANDILINE INDUSTRIES, INC

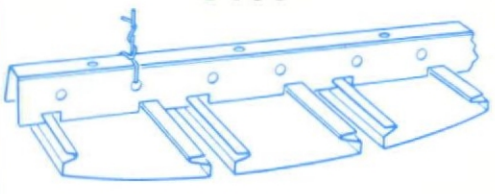
155 HELEN STREET / SOUTH PLAINFIELD, NJ 07080 / TELEPHONE: (201) 561-7080
SHOWROOMS: NEW YORK / CHICAGO / DALLAS / LOS ANGELES / SAN FRANCISCO

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Articulate your design with Levolor Ceilings.

Detail of Levolor Ceiling System U-70-J



Levolor Ceilings do more than attract the eye with sleek beauty. They delineate important elements in the interior design, carving them in dramatic relief the way this mirror-finish ceiling highlights a three-tier atrium.

It's one of thirteen Levolor Ceiling Systems in more than 130 colors and mirror metallic finishes. These systems are not mere components. They are fully integrated and are compatible with our own or conventional air distribution and lighting systems.

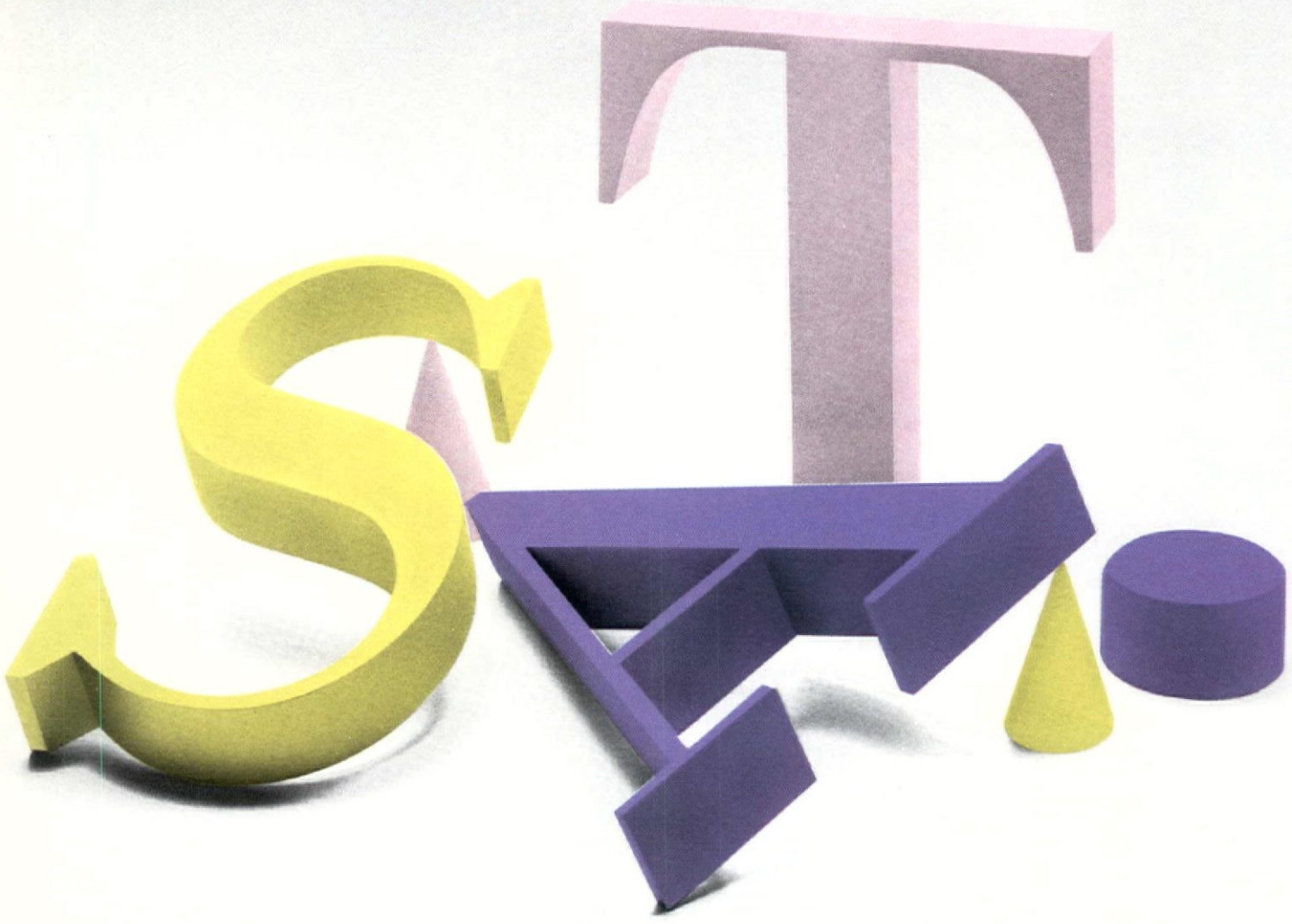
For more information and a sample of the panel shown, write on your letterhead to Architectural Resource Group, Levolor Lorentzen, Inc., 1280 Wall Street West, Lyndhurst, NJ 07071.

LEVOLOR®
Architectural Resource Group

Lobby of Regency West, West Des Moines, Iowa. Architect: Savage & VerPloeg Inc.

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DESIGNER'S SATURDAY



Expanded museum reception & tour, facility day, seminar programs mark three-day New York event

Upwards of 20,000 participants will walk New York City's sidewalks to visit as many of the 48 member high-style furniture showrooms as possible during the 16th annual Designer's Saturday to be held from October 13-15. Up four showrooms from last year, the three-day event will be marked by a special Facility Day seminar program, luncheon, and cocktail reception. A "Meet The Press" seminar and cocktail reception for designers and architects and an expanded reception at The Metropolitan Museum of Art also are planned by event organizers.

Now considered to be the major market of the Eastern seaboard, drawing participants from as far west as Chicago and New Orleans, Designer's Saturday has blossomed into an important opportunity for manufacturers to display post-NEOCON and newer introductions and update designers and specifiers on the lines they handle. The event has matured from an all-day Saturday showroom mini-market, then staged mostly for designers in and around the metropolitan New York area, to one providing three days of commercial, social, and educational activities.

Expanded museum reception

For the first time, the Designer's Saturday reception at The Metropolitan Museum of Art will include expanded touring of special sections of the museum. To be held in the Great Hall of the museum, the reception will feature buffets and bars and an invitation for guests to explore the Lila Acheson Wallace Galleries for Egyptian Art Phase III, as well as the American Wing Courtyard. The Frank Lloyd Wright Room will also be open for viewing by market attendees.

To accommodate an increased number of guests, drinks and dancing will be offered in the Temple of Dendur area.

Tickets tax-deductible

Tickets will be available as tax-deductible contributions to the Museum at all 48 Designer's Saturday member showrooms for $10. A detachable portion of the reception ticket will list the party and viewing areas available to guests during the evening. The reception is traditionally held on the evening of the concluding day, Saturday, October 15 from 7 to 9 p.m.

An evening seminar for designers and architects, called "Meet The Press," is scheduled for Friday, October 14 from 5:30 to 7:30 p.m. The seminar will feature a cross-section of trade press and newspaper editors talking about directions in design. Ten-minute slide presentations by the editors will be followed by an audience participation discussion. Speakers and their subjects are: Edie Cohen, senior editor, *Interior Design*, "The Milan Fair—Translating the Trends;" Anne Fallucchi, editor/associate publisher, *Facilities Design & Management*, Blending Function With Esthetics In The Corporate Environment;" Charles Gandee, senior editor, *Architectural Record*, "Inside Architecture—1983's Record Interiors;" and Beverly Russell, editor, *Interiors*, "High Tech/High Touch—The Megatrend In Commercial Interiors." Also, Suzanne Slesin, assistant editor, *The New York Times* Home Section, "The Power of the Press—The Media As A Trend Setter;" and Pilar Viladas, senior editor, *Progressive Architecture*, "The New Modernism—A Design Alternative." Sherman Emery, former editor of *Interior Design*, will moderate.

Scheduled for Friday, October 14 from 5:30 to 7:30 p.m., the seminar will take place at the Fashion Institute of Technology Amphitheatre, 227 W. 27th St. (at Seventh Ave.) in New York City. A reception following the seminar will be sponsored by the International Design Center of New York. Tickets are available on a limited seating basis by writing to Designer's Saturday Inc., 911 Park Ave., New York, N.Y. 10021.

Facility Management Day on Thursday, October 13 will start with a seminar program at McGraw-Hill Auditorium, preceded by a continental breakfast. Mid-morning refreshments will be served and light lunches will be available after the seminar in various showrooms. From 2:00 to 3:30 p.m., facility design seminars will be scheduled in various showrooms. A full listing appears on p.123.

A Facility Day cocktail reception at 5:30 p.m. will be held at the Asia Society, 725 Park Ave., eighth floor.

Officers of Designer's Saturday '83 are: Joan Burgasser, Thonet, president; Stephen Kiviat, Atelier International, executive vice president; Thomas Cleland, Steelcase Inc., vice president; and Harold Howe, Jr., Howe Furniture Corp., treasurer. Linda Foa is executive director of the event. □

1 Beylerian Limited
305 East 63rd Street
15th Floor
755-6300

Dunbar Furniture Corp
305 East 63rd Street
6th Floor
398-8616

DUX
305 East 63rd Street
Main Floor
752-3897

ICF Inc
International Contract Furnishings
305 East 63rd Street
7th Floor
750-0900

Thonet
305 East 63rd Street
14th Floor
421-3520

2 Harvey Probber, Inc
315 East 62nd Street
Main Floor
838-8040

3 Helikon Furniture Co, Inc
315 East 62nd Street
6th Floor
688-3210

4 Pace Collection, Inc
321 East 62nd Street
Main Floor
838-0331

5 Stendig, Inc
410 East 62nd Street
6th Floor
838-6050

6 Metropolitan Furniture Corp
306 East 61st Street
2nd Floor
308-9365

Modern Mode, Inc
306 East 61st Street
4th Floor
355-0785

7 iii incorporated
654 Madison Avenue
6th Floor
759-3243

8 GF Furniture Systems, Inc
655 Madison Avenue
4th Floor
980-0111

Haworth, Inc
New York Division
655 Madison Avenue
12th Floor
826-6796

Knoll International
655 Madison Avenue
2nd Floor
826-2400 and
105 Wooster Street
334-1500

9 All-Steel
110 East 59th Street
2nd Floor
752-2610

10 Jack Lenor Larsen
232 East 59th Street
Main Floor
674-3993

11 Brueton Industries
979 Third Avenue
2nd Floor
838-1630

John Stuart/ John Widdicomb
979 Third Avenue
3rd Floor
421-1200

12 Harter Corp
4 West 58th Street
4th Floor
355-4933

13 B & B America/Stendig
745 Fifth Avenue
4th Floor
752-5234

14 Atelier International, Ltd
595 Madison Avenue
6th Floor
644-0400

15 American Seating Co
150 East 58th Street
36th Floor
935-7090

Arconas Corporation
150 East 58th Street
7th Floor
753-4960

Artemide Inc
150 East 58th Street
10th Floor
980-0710

Brayton International
150 East 58th Street
9th Floor
371-6131

Conwed Corporation
150 East 58th Street
4th Floor
8 CO-NWED

Corry Jamestown
150 East 58th Street
10th Floor
421-7280

Croydon Furniture Systems
150 East 58th Street
3rd Floor
751-1470

Habitat International, Ltd
150 East 58th Street
28th Floor
758-0922

Kimball and Artec
150 East 58th Street
9th Floor
753-6161

Kinetics
150 East 58th Street
7th Floor
755-4020

Lehigh-Leopold/LBF
150 East 58th Street
38th Floor
593-0900

Reff Corporation
150 East 58th Street
23rd Floor
759-3680

Veeta Contract
150 East 58th Street
5th Floor
832-7011

16 C.I. Designs
136 East 57th Street
3rd Floor
750-9602

17 Castelli Furniture, Inc
950 Third Avenue
9th Floor
751-2050

Stow/Davis Furniture Company
950 Third Avenue
18th Floor
688-9410

18 Howe Furniture Corp
155 East 56th Street
4th Floor
826-0280

19 Sunar/Hauserman
730 Fifth Avenue
6th Floor
246-5200

20 Alma Desk Co
919 Third Avenue
6th Floor
752-9111

The Gunlocke Company
919 Third Avenue
2nd Floor
832-2202

Krueger
919 Third Avenue
3rd Floor
371-9595

21 Cumberland Furniture Corp
40 East 49th Street
2nd Floor
759-8444

22 Steelcase, Inc
245 Park Avenue
24th Floor
370-1707

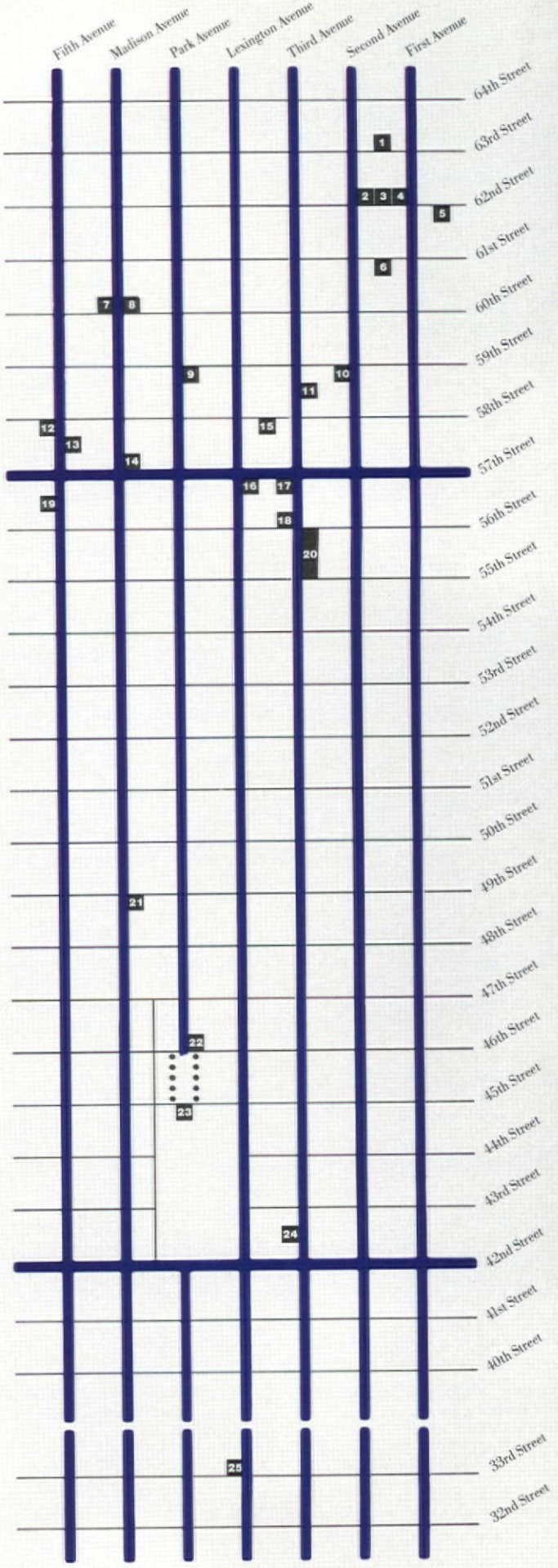
23 Westinghouse Furniture Systems
Pan Am Building
200 Park Avenue
25th Floor
715-0570

24 Shaw-Walker
666 Third Avenue
24th Floor
697-8700

25 Baker, Knapp & Tubbs
200 Lexington Avenue
3rd Floor
599-4300

Saturday Shuttle Bus Service provided Compliments of American Society of Interior Designers/ Industry Foundation.

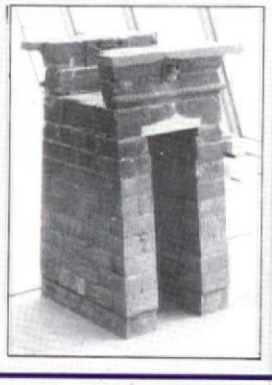
Bus maps available at Designer's Saturday showrooms.



DESIGN EXPERTS TO ADDRESS SHOWROOM VISITORS

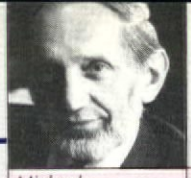
DESIGNER	SHOWROOM, October 13, 1983	
	2 p.m.	3:30 p.m.
John Belle, Beyer Blinder Belle	Steelcase	iil International
Karen Daroff, Daroff Design	ICF Inc.	Sunar/Hauserman
Rony Louvis, Davis-Brody	Beylerian	Habitat International
Jack Dunbar, dePolo/Dunbar	Croydon Furniture	Kimball & Artec
Teresita Deupi, Deupi & Associates	Krueger	Gunlocke
Robert Buckley, Duffy Inc.	Haworth	GF Furniture
Michael Bourque, Earl R. Flansburgh & Associates	Shaw-Walker	Arconas Corp.
Daryl Roberson, Environmental Planning & Research	Westinghouse	Helikon
John Lijewski, Gensler & Associates	Conwed Corp.	Artemide Inc.
Stuart Pertz, Haines Lundberg Waehler	Howe Furniture	Reff Corp.
Frank Hammerstrom, Hellmuth Obata & Kassabaum	Atelier International	American Seating
Leigh Rooney, Charles G. Hilgenhurst Associates	Alma Desk	Harvey Probber
J. Robert Hillier, Hillier Group	Dunbar	Castelli
Gerd Althofer, IFA	Stow/Davis	Corry Jamestown
Barbara Graf, Interspace Inc.	All-Steel	Lehigh-Leopold/LBF
Joseph Rosen, ISD Inc.	Knoll	
Jack Gordon, Jack Gordon Architects	Brueton Industries	DUX
Steven Jones, Kenneth Parker Associates	Thonet	Jack Lenor Larsen
Lee Harris, Lee Harris Pomeroy	Metropolitan	CI Designs
Robert Woertendyke, Neville Lewis	Kinetics	
John Springer, Owen Springer Mandolfo	Stendig	Pace Collection
Emily Malino, Perkins & Will	Harter Corp.	Brayton International
Edward Weller, Skidmore Owings & Merrill	Baker, Knapp & Tubbs	B&B America/Stendig
Marvin Affrime, Space Design Group	Sunar	VectaContract
William G. Brown, Swanke Hayden Connell	Cumberland	John Stuart/John Widdicomb

Designer's Saturday wraps up three days of showroom visits, seminars, and events with a gala cocktail party October 15 at the Metropolitan Museum of Art, Fifth Ave. at 81st St. Temple of Dendur (near right) at the Museum will be open.








Michaels


Bottone


Tilles


Welch


Raftery


Washay

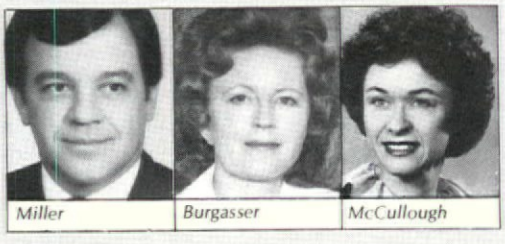


AURORA COMES TO EARTH

John Widdicomb's Aurora Collection blends burnished brass and olive ash burl in desks and cabinetry. Consoles and cocktail tables join the line. Chamfered corners and recessed pulls are among intricate details. Showing the collection at the **John Stuart/John Widdicomb** showroom, **979 Third Ave.,** will be Roger Michaels, president; John Bottone, vice president, contract sales; and Bud Tilles, executive vice president. **Circle No. 391.**

A SNAP TO MAINTAIN

Upholstery can be quickly fastened without tools to the Raf seating system from **Vecta Contract,** designed to ease maintenance. End panels snap on only when a finished appearance is required; ganging eliminates end panels on center seats. Colors coordinate or contrast fabric upholstery. Seating is a design of William B. Raftery, design manager, who will be at the showroom during Designer's Saturday. Also at **150 E. 58th St.** will be James C. Welch, vice president, marketing and sales, and Kerry Washay, regional manager. **Circle No. 388.**


Miller

Burgasser

McCullough



DE LOUNGE IS DEFUCCIO

Lounge chair, two-seater, and three-seater are designs of Robert DeFuccio for **Thonet.** Companion occasional tables are offered. Collection consists of molded plywood and solid wood frames. In the showrooms at **305 E. 63rd St.** to show the new products will be Donald Miller, vice president, sales; Joan Burgasser, vice president, design; and Phyllis McCullough, director, marketing. Thonet designer Don Petitt will also be present. **Circle No. 424.**



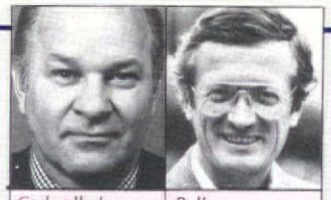

Stein


Jurewicz

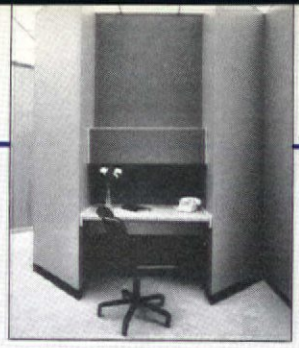

Moll

PROPER PROPORTIONS

Dactylo line of executive seating from **Westinghouse Furniture Systems** is generously proportioned for comfort. Backrest tilt, seat tilt, tension control, and a five-degree forward tilt mechanism are incorporated. Line consists of 14 chair models. Present in the showroom, **Pan Am Building, 200 Park Ave.,** will be James N. Stein, marketing manager; Mike Jurewicz, national sales manager; and Charles Moll, Northeast regional manager. **Circle No. 418.**



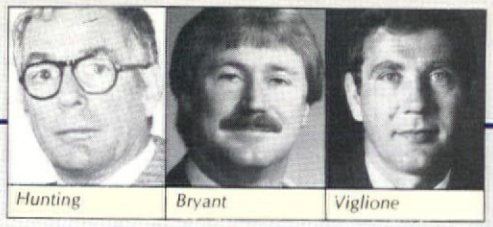
Cadwallader | Ball





DOUBLE WHAMMY

Sunar/Hauserman have combined the solutions for the electronic office. From Hauserman, the DoubleWall Panel System (top) is available in heights from 30 in. to the ceiling. Douglas Ball's Cameron Group for Sunar includes a lazy susan on a shared mahogany worksurface. Products will be displayed at **730 Fifth Ave.** where hosts will be Hauserman Inc. officers William F. Hauserman, chairman; Robert Cadwallader, vice chairman; and Richard Major, president; plus Sunar/Hauserman vice presidents Walter Rydd, William Hogan, and Larry Blundell; and designers Douglas Ball and Chuck Pelly. **Circle No. 419.**

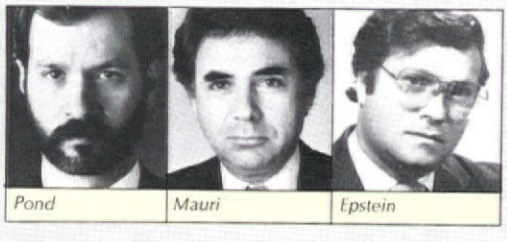


Hunting | Bryant | Viglione

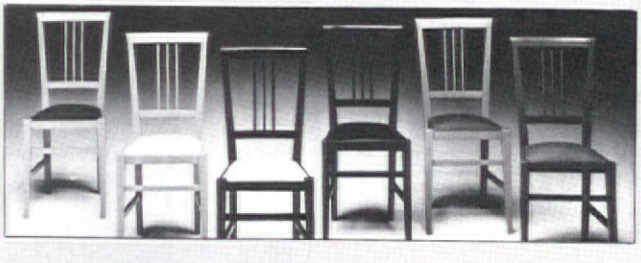


THE POWER TO ELECT

Elective Elements I, an architectural system from **Stow/Davis,** permits flexibility in power distribution, wire management, acoustical controls, and esthetic diversity. Patented flip-up channel E-CORDE™ provides unique power management at the working desktop level. Showing the system at **950 Third Ave.,** will be Allen I. Hunting, president and chairman of the board; Joseph R. Viglione, senior vice president, sales; and Darryl Bryant, national sales manager. **Circle No. 389.**



Pond | Mauri | Epstein



WORKING ON THE SIDE

Toshiyuki Kita designed a side chair with great attention to scale and proportion for **Stendig International Inc.** using a complex arrangement of lines and planes. Arm chair and table are also offered. Both chairs have upholstered seats, available in fabrics and leathers from Stendig textiles or COM/COL. A variety of finishes are offered for solid beech. Located at **410 E. 62nd St.,** Stendig will be represented by executives Edward Epstein, president; Larry Pond, vice president, marketing; and Jim Mauri, vice president, sales. **Circle No. 386.**





Witting



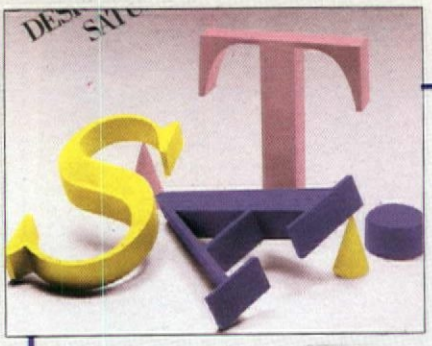
Donnelly



Cleland

BENT ON SNODGRASS

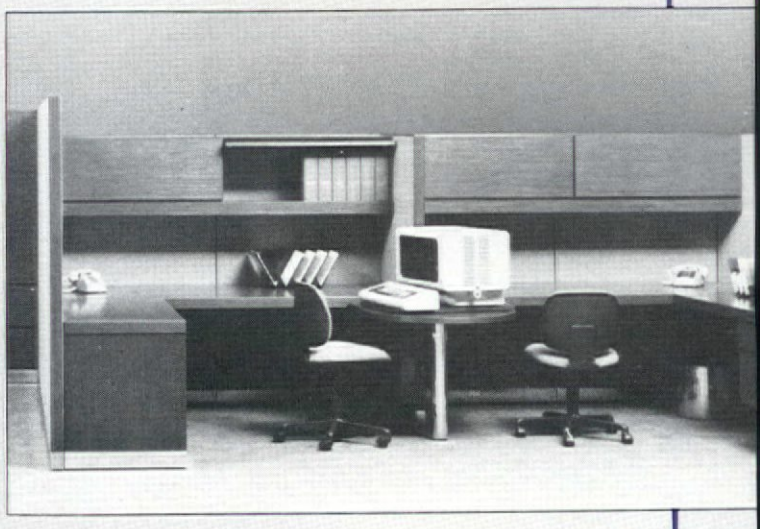
Bentwood side chair by Warren Snodgrass is the **Steelcase** highlight in New York this fall. Offered in light or dark oak, walnut, and with or without arms, the product may be upholstered in 300 fabrics, vinyls, and leathers. Unit is part of the Snodgrass Collection. Based at **299 Park Ave.** will be Paul H. Witting, senior vice president, marketing; David H. Donnelly, vice president and general sales manager; and Tom Cleland, general sales manager/Eastern division. **Circle No. 394.**





RAPID EXPANSION

Shaw-Walker's ExpanDesk® workstations are designed to meet a broad range of needs and expand to accommodate office changes. Pedestals in nine drawer arrangements at both desk and machine height, and cabinets with single or double doors, form basic building blocks for the system. Designer's Saturday marks the opening of the firm's new showroom, **666 Third Ave.**, designed by Robert A.M. Stern. On hand to show the new space and products will be Phil S. Fleming, vice president, corporate marketing; and John Crouse, marketing manager. **Circle No. 422.**



LUCKY SIXES

System 6 by **Reff** has six heights and six wood finishes, but won't bring bad luck. Polyur finish resists stains, solvents, and abrasives. Units are engineered for full or modified open plan installations, and include electronic compatibility. Fred Drechsel, vice president, sales; and John New, marketing manager, will man the **150 E. 58th St.** location. **Circle No. 395.**



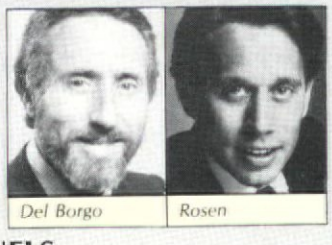
H. Probber | *J. Probber* | *Joseph*



THREE'S A CROWD?

Three new products won't crowd the new showroom of **Harvey Probber Inc., 315 E. 62nd St.** ACM (Activity Center Modules), the firm's latest office system, utilizes adjustable worksurfaces and a range of components. Kastholm seating and the Bitsch chair, a product engineered of stainless steel fabric, also will be shown. Harvey Probber, president; Jory Probber, vice president; and Sonia Joseph, vice president, national sales; will be in the showroom to answer questions and demonstrate the new lines. **Circle No. 405.**

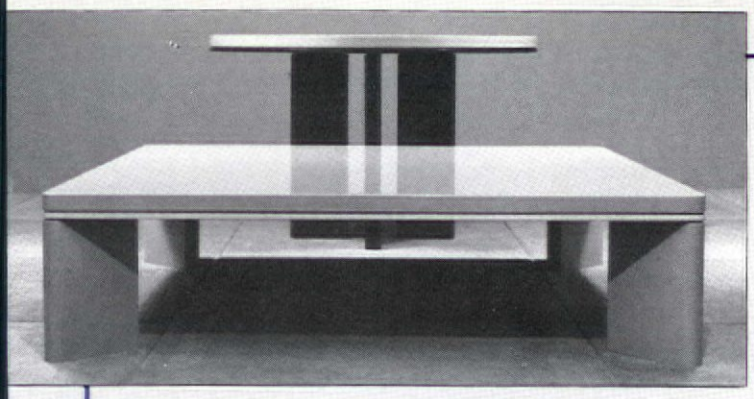




Del Borgo | *Rosen*

THE PROPER CHANNELS

Astra, new addition to the **Pace Collection's** imported seating line, consists of three-seat sofa, two-seater, and arm chair. Steel frame is cushioned by Dacron-filled back pillows and feather-filled seat. Random channels add distinction. Another channel-tufted line, Linea Due Seating, will be shown. Arthur Rosen, vice president/sales; and Ivo Del Borgo, New York regional manager; will represent the firm at its **321 E. 62nd St.** showroom. **Circle No. 379.**





Case | Heumann | Kane

MULTIPLE CHOICE

Metropolitan Furniture Corporation gives designers a multiple choice when specifying the Belschner Table Group. Unit is offered in 20 top sizes, four basic shapes, and two heights. Cast-polyester resin finish features 21 colors, plus unlimited combinations. The Rubber Chair by Brian Kane will also be displayed. Kane joins Syl Heumann, president, and Elvin Case, vice president, marketing/sales, in the showroom at **306 E. 61st St. Circle No. 411.**



Halsey

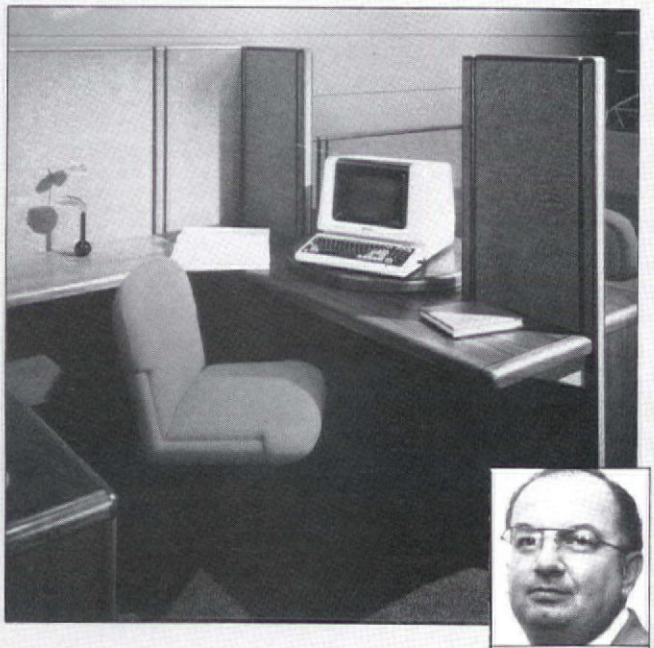


F. Ratto | A. Ratto



CYLINDER POWERS DESK LINE

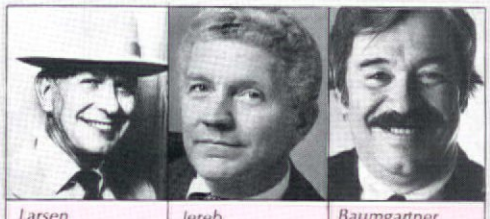
Tech 3 desk from **Modern Mode** has a scaled down pedestal cylinder available in a variety of colors and finishes. Unique look is latest addition to the firm's 3000 series of desks. Arcus, Westport, plus additions to 20/20 are among other showcased items. Anthony Ratto, president; Frances Ratto, treasurer; and William Halsey, vice president/sales and marketing, will greet visitors in the showroom at **306 E. 61st St. Circle No. 378.**



Sample

JUST PASSIN' THROUGH

Lehigh-Leopold/LBF, a division of Litton Business Systems Inc., brings a pass-through panel option for terminal sharing to its line of panel systems. The firm's Adapt Panel System also offers hidden and proctected wire management. Among execs present at the **150 E. 58th St.** showroom will be William J. Sample, vice president and general manager. **Circle No. 416.**



Larsen | Jereb | Baumgartner



ROBSJOHN-GIBBINGS REVISITED

The sophisticated '40s are back, in a revival of Robsjohn-Gibbings' style furniture by **Jack Lenor Larsen.** Lounge chair and ottoman join a chaise and lyre armchair in the collection. Jack Lenor Larsen will greet guests at **232 E. 59th St.,** along with execs James Jereb, president; and Guido Baumgartner, director, furniture division. **Circle No. 393.**





Singer



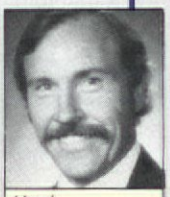
Chevalier



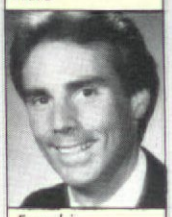
PRODUCTS REDUCE GLARING PROBLEMS

Video display screen glare, a problem facing computer users, is being addressed by **Knoll International** and its Office Automation Resources collection of support furniture. Printer carts, closet kits, keyboard supports, drawers, frames, networking kits, and various worksurfaces make up the total approach. On hand in the Knoll Building, **655 Madison Ave.,** to greet Designer's Saturday crowds will be Lewis Singer, vice president, sales, and Robert Chevalier, vice president, Eastern division. **Circle No. 376.**





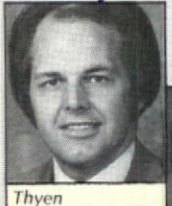
Hurd



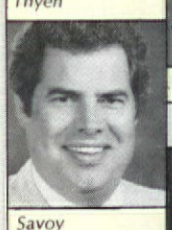
Freschi

IT'S NOT WHAT YOU THINK

COM by **Krueger** is not upholstery-related, rather it is the firm's new approach to freestanding desk and storage elements for the office. COM is offered in three groupings: Classical, Continuous, and Interactive. Each is characterized by its linking method for componentry. On hand to show this unique Italian design will be James A. Hurd, vice president/sales; and Richard D. Freschi, regional sales manager. Krueger is located at **919 Third Ave. Circle No. 421.**



Thyen



Savoy



Werner





SEEING DOUBLE

Kimball Office Furniture presents a modular lounge system (top) while **Artec** showcases TFS (Traditional Furniture System) at **150 E. 58th St.** John Thyen, executive vice president, and Don Savoy, national sales manager, Kimball, are joined by Ron Werner, Artec national sales manager, in the showroom. **Circle No. 433.**





Howard



Good



Gilmour

UNTANGLING THE WEB

Paolo Favaretto and James Hayward are untangling the web of office wiring with the Powerbeam system of passageways and management integrated into a desk line. Produced by **Kinetics,** line is engineered to form a complete office. In attendance at the showroom, **150 E. 58th St.,** will be J.R. Howard, president; Jim Good, vice president and general manager; Andy Gilmour, vice president of marketing; and Jim Hayward, director of design. **Circle No. 417.**



Hoffman | Friedman

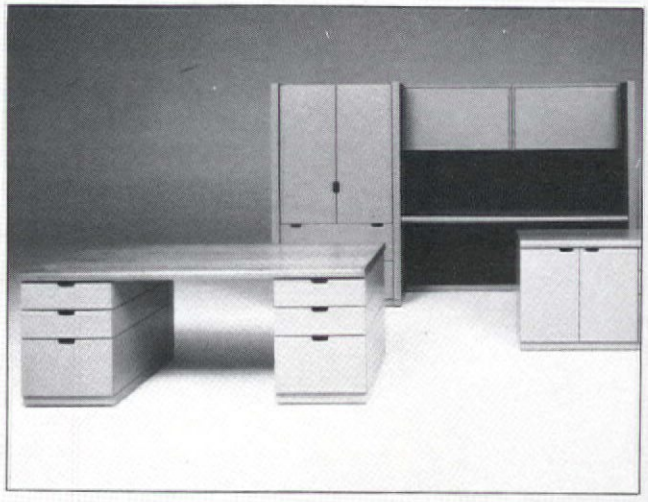


Geiger



SHOWERS OF CABINETRY

Glacé bathrooms from **ICF Inc.** mark the companion cabinetry to Glacé kitchens, designed by Luigi Massoni and featured in the permanent collection of the Museum of Modern Art. High-gloss finishes offered include white, black, blue, green, wine, or beige. Top surfaces include marble and granite. Visitors to **305 E. 63rd St.** will be greeted by Sam Friedman, president, and Pat Hoffman, executive vice president. **Circle No. 380.**

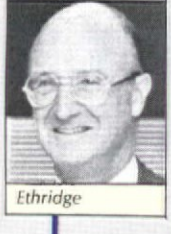


UP ON A PEDESTAL

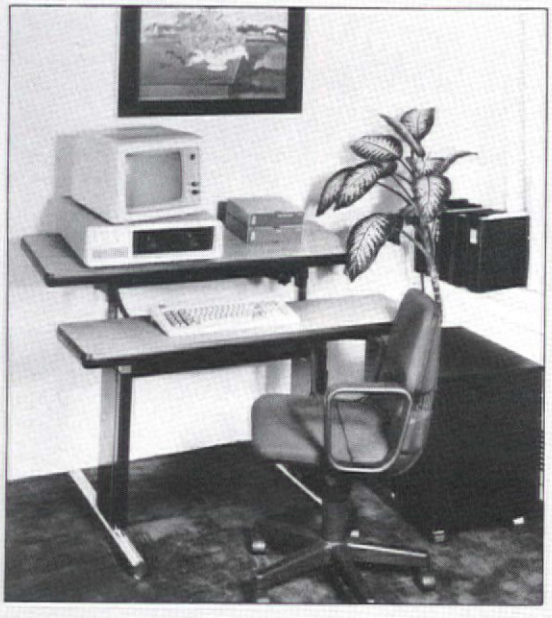
Comprehensive range of pedestals and storage units make up Petri Tinta from **iil,** the newest line designed to fit the modules in the firm's previous Open Plan and Petri Systems. Units are offered in 15 colors and 15 wood finishes. Manfred Petri designed the line. Showing products during Designer's Saturday at **654 Madison Ave.** are John Geiger, chairman of the board/chief executive officer, and Michael Manes, senior vice president, sales. **Circle No. 414.**



Howe

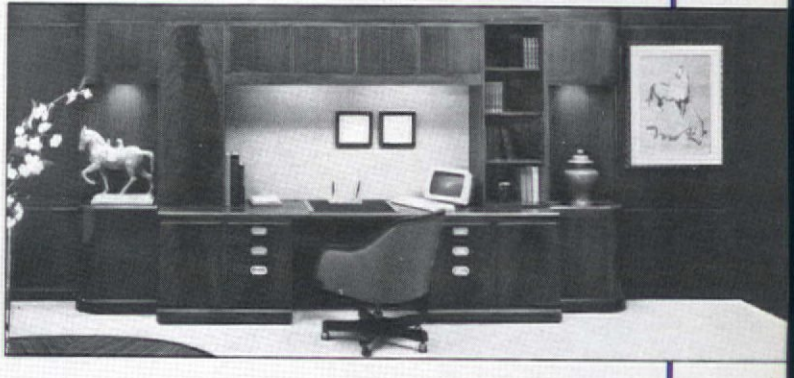


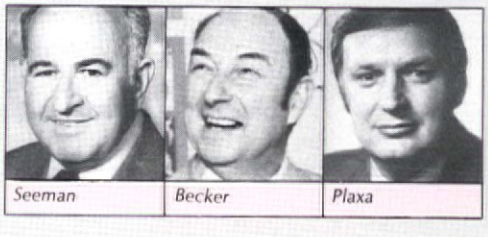
Ethridge



HOWE TO MAKE AN ADJUSTMENT

Howe Furniture Corporation will show how to adjust terminal tables for the electronic office. Hidden mechanisms provide an attractive worksurface that angles, moves, and tilts for user comfort. Look for Harold H. Howe, Jr., chairman of the board, and James M. Ethridge III, president, at the firm's showroom, **155 E. 56th St. Circle No. 377.**

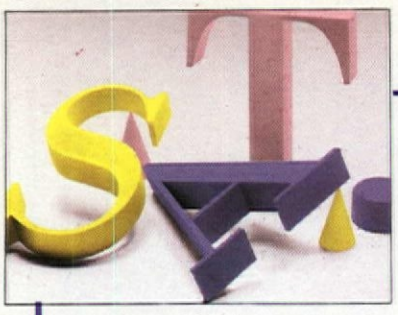




Seeman | Becker | Plaxa

FIRST EDITION

Helikon introduces Executive Editions, modular units that offer the look of custom-built cabinetry. Standard components include desk elements, shelving, file cabinets, and accessory storage units. Present for Designer's Saturday at **315 E. 62nd St.** will be Fred Seeman, president; Bob Becker, vice president design; and Michael Plaxa, executive vice president. **Circle No. 401.**





Sikkel



Meier



Cleary



Noble



NO GENERATION GAP

SystemSeating from **Haworth Inc.** now spans three generations. The two newer generations have one-piece seamless fabric upholstery. Appropriately named SystemSeating II and III, the groups consist of task, conference, and side chairs. William A. Sikkel, senior vice president, and James R. Meier, vice president, sales, will be hosts for the weekend at the firm's new showroom, **655 Madison Ave. Circle No. 385.**



COMPUTERS GET FAMILY SUPPORT

Harter Corporation's I/F system is a complete family of furniture for the electronic office. Freestanding units provide flexibility and adaptability to various computer operations. HarterWall and seating lines will also be displayed. William "Pat" Cleary, New York district manager, and Ted Noble, Eastern regional manager, will be in the showroom at **4 W. 58th St. Circle No. 375.**



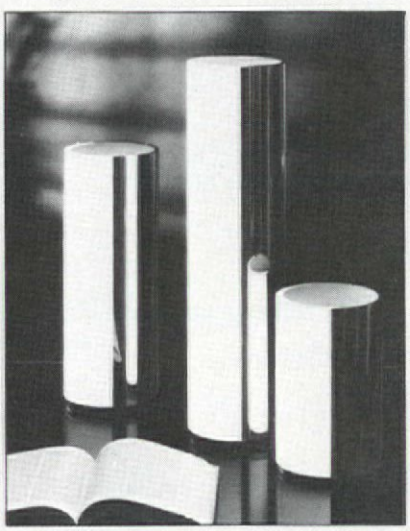
Eisen



Stinchcomb



Dell



FIXED ON FLUORESCENTS

A contoured prismatic diffuser and an aluminum extrusion form a 6-in. diameter enclosure for a fluorescent table lamp from **Habitat International Ltd.** Three wattages are offered. The company is changing the emphasis of its lighting line with an extensive collection of portable lighting. At **341 E. 62nd St.** for the unveiling will be Leonard Eisen, president, Intrex; Joni Dell, national sales manager, Intrex, Architectural Supplements; and Lee Stinchcomb, national sales manager, Intrex, Architectural Supplements. All firms are subsidiaries of Habitat International Ltd. **Circle No. 400.**





Wilcox



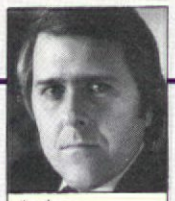
Keith



Book

A STEP UP

A stepped effect at the top edge of the Oneida series desk line brings visual form to the Wendell Castle design for **Gunlocke.** Half- and full-sphere details and octagonal accents add interest. Gunlocke will also present the GPS/Executive Business Unit and the Phoenix chair in its **919 Third Ave.** showroom. Designer Wendell Castle joins Ken Book, president; Don Keith, vice president, marketing; and Robert Wilcox, vice president, sales at the showroom. **Circle No. 408.**



Anderson



Strong



Sinnett

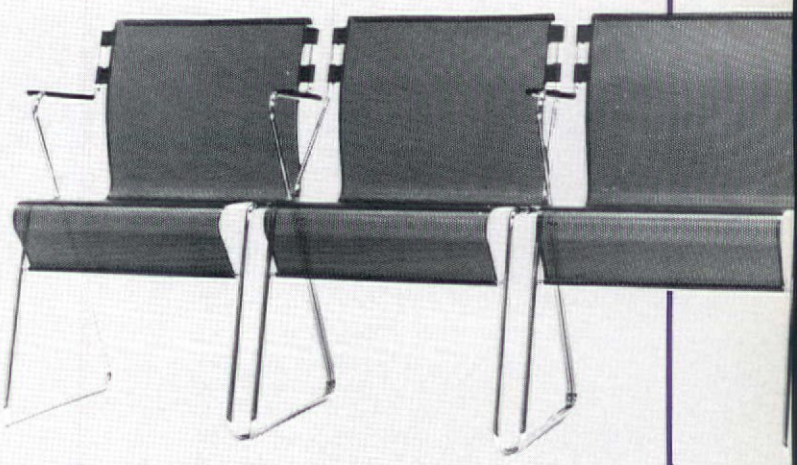


MAGNETIC ATTRACTION

GF Furniture Systems claims to have the solution to the changing electronic office and magnetic media storage. Emtech Storage System is designed to meet the need for organization and easy retrieval of disks, floppies, cassettes, and print-outs. Coordinating the showroom effort at **655 Madison Ave.** will be Ronald R. Anderson, president, CEO, chairman of the board; Richard S. Strong, senior vice president, marketing and sales; and John M. Sinnett, director of marketing. **Circle No. 381.**



Ringsted



NERO WORSHIP

Nero, a chair designed for **DUX** by Niels Jorgen Haugesen, is made for stacking and ganging in arm or armless varieties. Black perforated seats and chrome bases match a conference table with black perforated top. Kirsten Ringsted, executive vice president, will show the product at **305 E. 63rd St.** **Circle No. 403.**



Hayes



VERTICALLY INTEGRATED

Dunbar's vertical work storage unit with credenza workspace has been added to the S/4 Series of integrated furnishings for the office. Units are manufactured in 40- and 80-in. widths with optional task lighting and tack panels. Manning the **305 E. 63rd St.** showroom will be president Roger E. Hayes. **Circle No. 396.**



Pennington

Craddock



METRIX CONVERSION

Metrix, a line of KD wood furniture from **Croydon Business Interiors Inc.,** is designed for easy conversion of spatial configurations and office arrangements. Components range from desks to files. Acoustical tack surfaces add another option. Company officers scheduled to be at **150 E. 58th St.** are L.J. Craddock, president, and J.W. Pennington, senior vice president. **Circle No. 412.**





Krug



Forman



Shields



CONFERENCE CALL

Cumberland brings its 1450 Conference Table Group to Designer's Saturday with a new mirror chrome base trimmed in black. Cross- and T-leg configurations are offered. Eliptis, bullnose, square, or black vinyl edges are available, as well as varied top shapes. Swivel chairs and marble tables are among other introductions at **40 E. 49th St.** Execs on hand include O.H. Krug, president; Joseph Shields, general manager; and Peter Forman, director of design. **Circle No. 409.**





Clarke

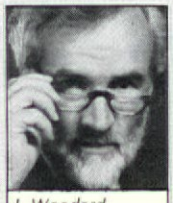


Danesi

FUNGHI MUSHROOMS

Several versions of **Corry Jamestown's** Funghi chair indicate innovative styling by Roder Chair Company of Europe, which licensed the product. Mushroom-shaped backrest provides support, along with the SAR (support, active, relax) system which permits controlled chair movement simultaneously with natural body shifts. Showing the chair at **150 E. 58th St.** will be Sam Clarke, president, and Vince Danesi, vice president. **Circle No. 402.**





J. Woodard



A. Woodard



Dale

HELLO, OPERATOR

CI Designs brings Warren Platner's Machine Operators chair to Designer's Saturday this year. One of a group of 10 office products, the chair has generous dimensions and pneumatic seat height, pitch, and attitude control. VIPs John Woodard, Ann Woodard, and Judith Dale, showroom manager, will see callers at **136 E. 57th St. Circle No. 392.**



Sorenson



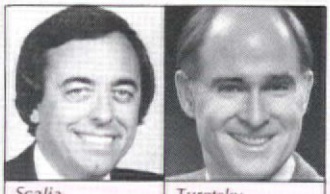
Baker



AFRICAN QUEEN

African mahogany rules the highly styled look of System 2 from **Conwed Corporation.** Radius edges are standard details on a variety of desks and credenzas. Representing Conwed in the firm's **150 E. 58th St.** showroom wil be Richard E. Sorenson, senior vice president, chief operating officer, and F. Stuart Baker, general marketing and sales manager, Interior Products Division. **Circle No. 398.**





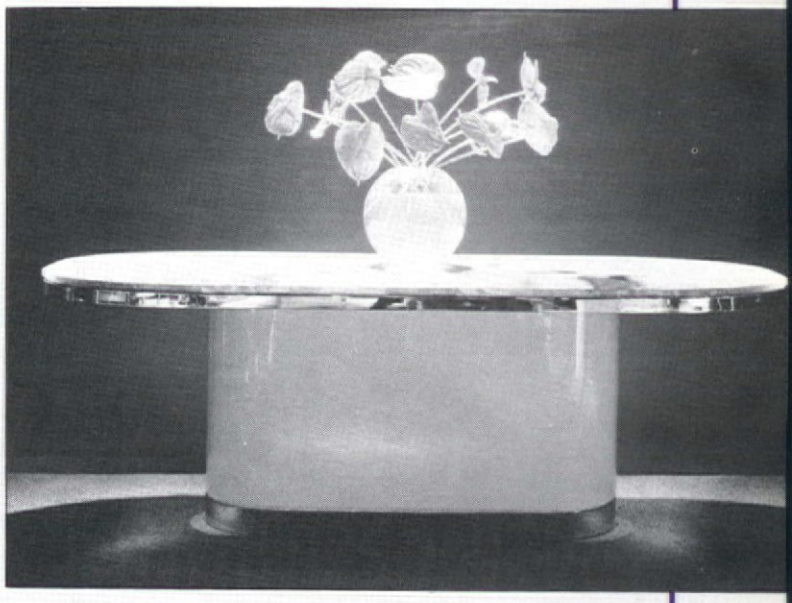
Scalia | Turetsky

SHOT IN THE ARM

Injection molding of flame-retardant polyurethane foam over tubular steel frame gives plush comfort to a modular lounge grouping from **Castelli.** Layer of Dacron creates a tailored look. Base is injection-molded impact-resistant thermoplastic with cavities for ganging devices. Textiles and leathers are upholstery choices. Robert Scalia, president, and Robert Turetsky, director of sales and marketing, will show the product at **950 Third Ave. Circle No. 397.**



Vitale



AT THE CONSOLE

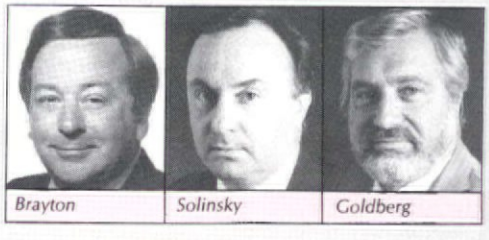
Marble, stainless steel, and wood combine for this highly styled console. Designed by Charles Gibilterra for **Brueton Industries,** the product may be viewed during Designer's Saturday at **979 Third Ave.** Anthony L. Vitale, president, will greet guests. **Circle No. 406.**



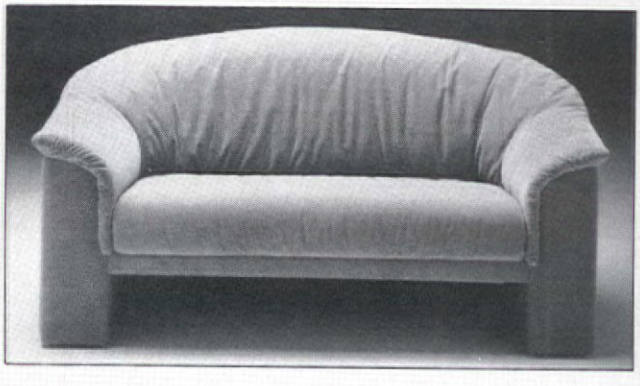
Hess

THE OVAL OFFICE

Oval table suits desk, dining, or conference applications since extensions support two leaves. **Beylerian** teams it with the new Dress series chairs, ergonomic units offered in three graduated sizes. Showing the grouping at **305 E. 63rd St.** will be Lee Hess, executive vice president; Marjorie Kelly, showroom manager; and Vincent Mrozek, sales liaison. **Circle No. 410.**



Brayton | Solinsky | Goldberg



PILLOW TALK

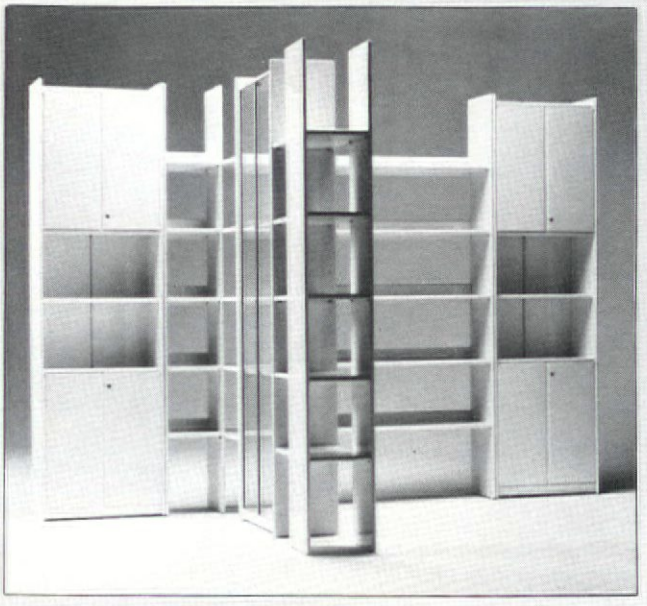
Pillow seating effect is formed by foam and loosely fitted upholstery treatment on the Allegro collection from **Brayton International.** Seating is by Michael Knoll. Showroom hosts at **150 E. 58th St.** are L. Paul Brayton, president, CEO; Joe Solinsky and Paul Goldberg, principals, G.S. Associates, New York representatives for the firm. **Circle No. 383.**





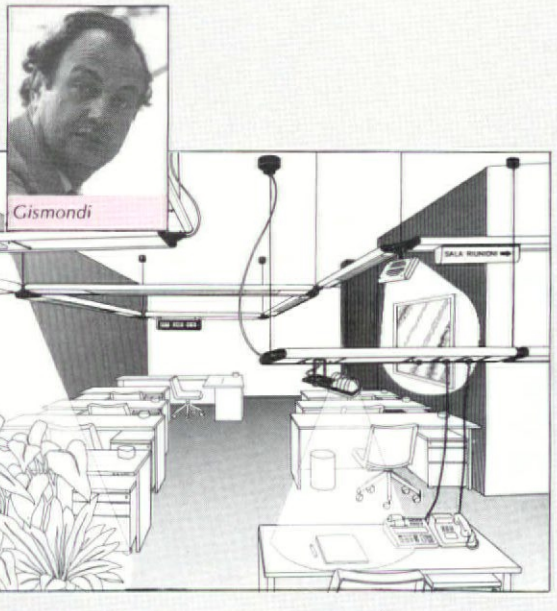
THEY'VE GOT IT, BY GEORGE

George I table design, circa 1720, will be highlighted in matched European walnut panels with an inlaid herringbone line. Executive collection from **Baker, Knapp, & Tubbs,** will be shown along with Bert England Contemporary Seating, Stately Homes collection, Louis XVI painted bedroom, and new upholstery. Carole Barriere, showroom manager, will greet visitors at **200 Lexington Ave. Circle No. 420.**



TAKE IT TO THE LIMIT

Virtually limitless possibilities exist for configurations of **B & B America's** Olinto series by Kazuhide Takahama. The line has been expanded to include low- and medium-height cabinetry and storage modules. A sofa bed introduction will also be shown at **745 Fifth Ave.** where parent company Stendig International executives will be on hand. **Circle No. 387.**

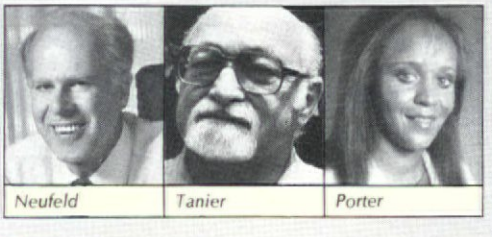


Gismondi

SEE THE LIGHT

Aton Modular Lighting System is **Artemide's** answer to illuminating open plan spaces. Flexible system is energy-efficient, with low installation costs. Various sizes are offered in fluorescent, halogen, or incandescent types. Accessories are offered such as signage, electrical outlets, and digital clocks. Ernesto Gismondi, designer, and president of the firm, will be at **150 E. 58th St.** to demonstrate the product. **Circle No. 390.**





Neufeld | *Tanier* | *Porter*

SCALLOPED EDGES

Scalloped edges of the Centrum line by **Arconas** allow curved arrangements for seating installations. Designed by David Burry, product features two concave curves and three convex curves, as well as straight pieces and tables. Also to be shown is the Aurora chair, a contemporary upholstered unit. John Neufeld, president; George I. Tanier, national sales manager; and Leslie Porter, showroom manager/sales representative; will greet visitors at **150 E. 58th St. Circle No. 415.**





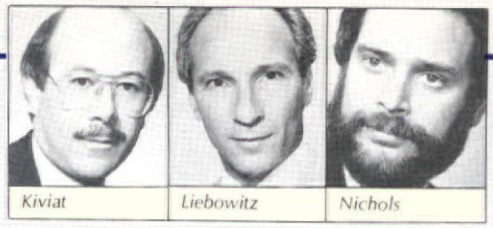
Sheldon



Keener

STAND FREE OR DIE

A full line of computer support products from **American Seating** including freestanding components and cantilevered units for versatility. A range of options are offered for adjustments of keyboards and screens. Called "System R," the computer furniture line will be shown along with Circle Seating System, a clustered grouping. At the showroom, **150 E. 58th St.,** will be R.N. Keener, president; Frederick Sheldon, vice president, sales; and Frank Barnes, regional manager, Eastern region, Office Products Division. **Circle No. 399.**

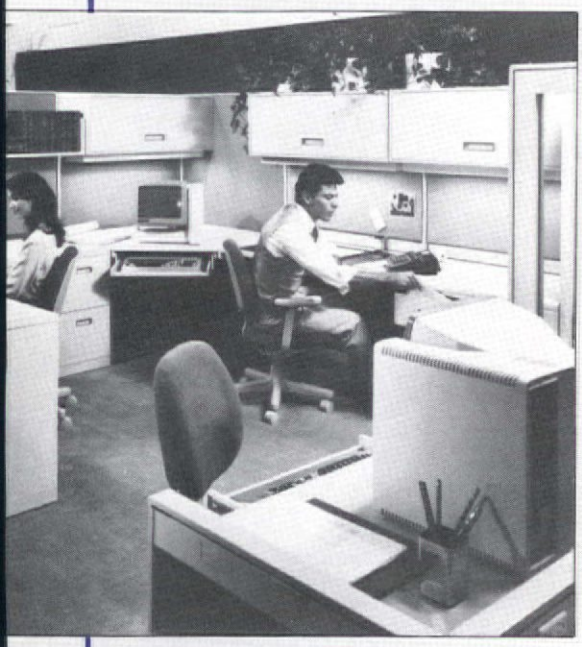


Kiviat | Liebowitz | Nichols



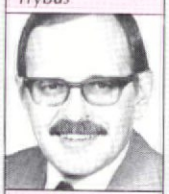
VIDEO GAMES

VDU (Video Display Unit) is the latest workstation complement to **Atelier International's** Marcatre Furniture System. Designed by Mario Bellini, modular system includes terminal tables, printer tables, and computer-sharing linking segments. Moni and Clissi are two lighting selections of a rapidly expanding line that will be shown during Designer's Saturday, as well. At the showroom, **595 Madison Ave.,** will be Stephen Kiviat, president; John Nichols, vice president/sales; and Arthur Liebowitz, showroom manager.
Circle No. 407.





Trybus



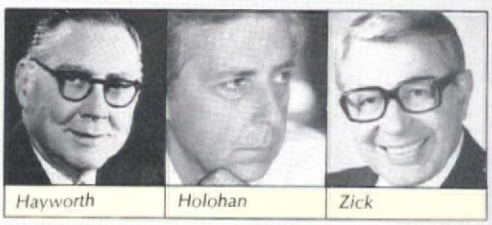
Karth



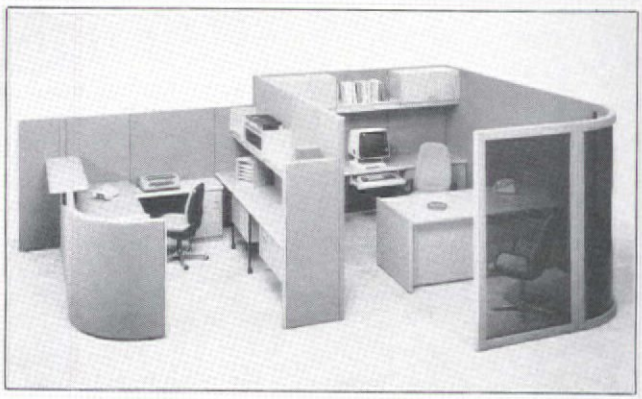
Aleide

BILLIARDS ANYONE?

All-Steel's electronic workstation is now coordinated in billiard cloth with operators chairs in wool to soften office appearances. Fabrics in 60 variations range from tweeds and twills to herringbones. Expanded selection allows great flexibility in color and texture. Execs ready to discuss the new palette, shown at **110 E. 59th St.,** include Thomas Trybus, vice president, marketing; Sal B. Aleide, general sales manager; and John Karth, marketing director. **Circle No. 413.**

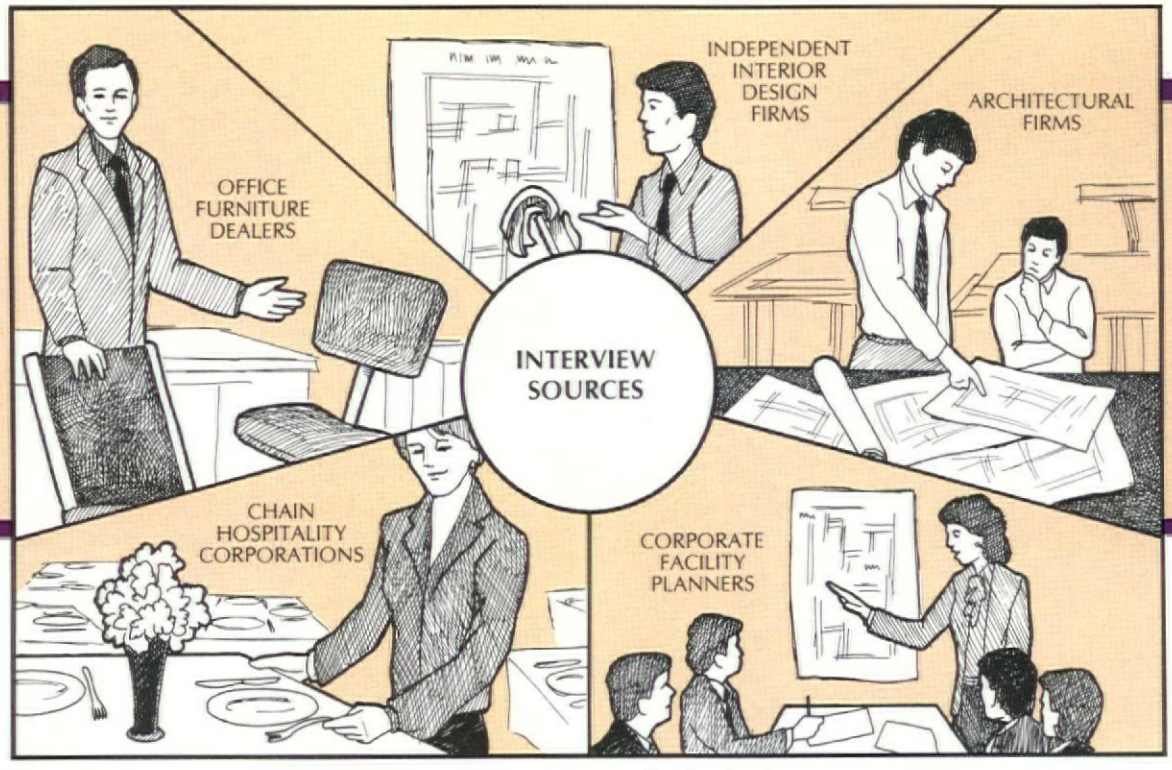


Hayworth | Holohan | Zick



CURVATURE OF THE LINE

Beta System from **Alma Desk Company** features a radius look throughout the open office system. Radius posts, shelf edges, worksurfaces, drawer fronts, and desk end panels are offered in oak, walnut, and mahogany finishes. The **919 Third Ave.** showroom will be headquarters for Charles E. Hayworth, president; Ken Zick, vice president, product development; and O.J. Holohan, O.J. Holohan Associates Inc., product designer. **Circle No. 382.**



Yankelovich, Skelly & White study of interior design industry polled five key firm types–architecture, interior design, corporate, chain hospitality, and office furniture dealerships with interior design capability.

Detailed Contract Industry Study Defines Interior Designer Role

Comprehensive market study by Yankelovich, Skelly & White is indispensable marketing tool for contract product manufacturers

"Fundamental shifts occurring in the American workplace have brought massive changes in the role of interior design."

That quotation, excerpted from "Interior Designer Viewpoint—Management Overview and Detailed Study Findings," Volume I, is the tip of a 467-page iceberg of contract market information that is of key value to the contract design industry. Compiled by the internationally known research organization, Yankelovich, Skelly & White Inc. (YSW), the survey is perhaps the most comprehensive study of the contract market ever undertaken by an impartial research organization.

It documents responses secured from 6,769 interior designer interviews and provides statistically reliable market information on contract products, practitioners, markets, specification influences, decorative centers, trade shows, specifiers, trade media, and installation responsibilities. In addition, the report covers recommendations on the best means of communicating with the total contract market, specifying which media are most effective and useful.

Extensive, in-depth interviews with space planning professionals were launched by YSW as a result of industry trends researchers observed which identified an unfilled need to monitor and measure the interior design market.

Trends uncovered need for study

Among the trends noted were changing demographics of the workforce which show an increase in women workers as well as in white collar workers—with both influences expanding demand for new office space.

The thinking that led to the report recognized that "High Tech/High Touch"—the technological revolution affecting traditional work flow and types of equipment used in offices—has a significant impact on office layout and design.

Other forces observed by YSW include growth of corporate travel, modernization of healthcare facilities "arising from new medical developments and an aging population," and new educational trends. In addition, perceived changes in dining habits of the population, as they influence commercial foodservice establishments, formed an impetus for the report.

Adding to these factors, a number of other trends which spurred the study proved to have impact on the formal statistics culled by Interior Designer Viewpoint.

Energy conservation, ergonomics, worker productivity, and job satisfaction

Study compiles total annual volume of contract interior design merchandise specified, according to firm-type. Participating firms specify at least $200,000 annually.

prompted YSW to conclude in its proposal hypothesis," . . . There is growing recognition that such design factors as color, lighting, and comfort affect worker productivity—an urgent priority of American management."

In hundreds of informal discussions with contract manufacturers of interior design products, YSW determined the needs of the industry and identified trends that formed the basis for the research study design and the questionnaire that was ultimately developed. "These explosive trends have not only altered the size, composition, and complexion of the interior design population and the kinds of products that are specified," the report notes, "but, they have also changed the very nature of the contract interior design products industry itself."

Research criteria were selective

The accuracy of the report has been assured by YSW's sample design. A total of 6,767 interviews in the sample were culled originally from an estimated 43,000 firms that were considered capable of employing contract interior designers.

In the initial phase, 6,208 interviews were conducted by phone to determine whether the firms employed interior designers devoted to contract work and if they did, what annual volume was constituted by contract merchandise specified. If a company did at least $200,000 in contract merchandise annually, it was considered eligible for the study. As might be anticipated, the actual number of firms meeting these criteria was considerably reduced.

Five key types of firms were selected for interviewing: architectural firms, independent interior design firms, major corporations, chain hospitality corporations, and office furniture dealers having an interior design capability.

The second stage of interviewing involved 561 in-depth personal interviews conducted among contract interior designers consisting of designers from the above categories, plus federal, state, and local government; retailers other than hospitality; and healthcare facilities.

Specifier decision-making outlined

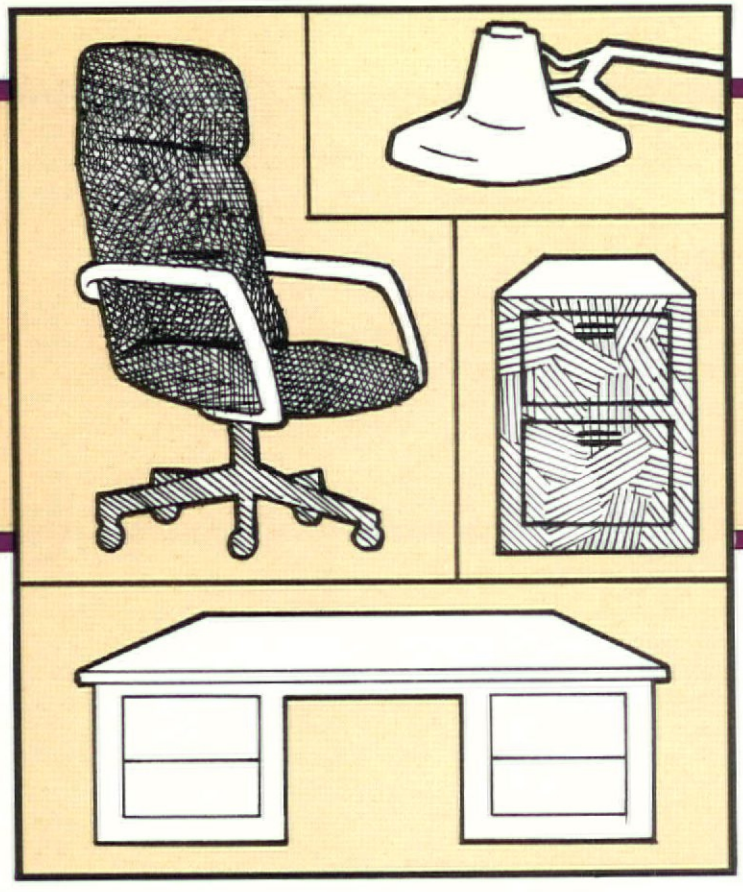
Interior Designer Viewpoint compiles total annual volume of contract interior design merchandise specified by each of the firm categories.

One section of the report relates how contract interior designers make product specification decisions. Those products covered are: furniture, upholstery fabric, wallcoverings, tables, wall-to-wall carpeting, flooring, and paint. In addition, specification of high-pressure decorative laminate, draperies, open plan office furniture systems, lighting, filing systems, carpet fibers, and commercial ceilings was examined.

Each of those categories are further broken down by type. For example, furniture is detailed as office seating, conventional casegoods, high/middle/low-end contemporary furniture, and vertical casegoods. Other subspecialties of the category include stand-alone workstations, high/middle/low-end traditional furniture, stand-alone integrated electronic equipment support furniture,



Illustrations by Miller Lubin Design



Report of "Interior Designer Viewpoint" research findings covers how contract interior designers specify products including furniture, lighting, and filing systems, among several other categories.

INTERIOR DESIGNER VIEWPOINT

Importance of media stressed

and furniture for the lodging industry.

Another section of the report deals with specifier product selection criteria to determine those product features which are most influential in the interior design specification process.

Supplies marketing bonuses

A total of 18 criteria were evaluated as follows: acoustical factors, esthetic appearance, availability of samples, color, comfort, delivery lead time, durability, and ease of installation. In addition, ease of maintenance, energy concerns, ergonomic considerations, fire/heat resistance, life-cycle costing, originality of design, price, product quality, reputation of manufacturer, and soil/stain resistance were influences.

According to Ardith Rivel, senior vice president, YSW, the study provides a significant amount of "actionable" marketing data. "There are certain conclusions that contract industry professionals will expect or suspect," says Rivel. "But, this study provides a number of marketing information bonuses that add a great deal of spice to the report."

Testimonial statements by report subscribers offer substantive evidence as to the importance of the survey as a marketing tool. Notes Dr. Donato Grosser, director, Italian Tile Center, "This report is the most important and most useful piece of information I have ever put my hands on in the design field during the 10 years that I've been in the U.S. The study is particularly useful for someone with very little money to spend. It shows what can be done with a small budget."

In the report, subscribers will find a practical basis for spending advertising and marketing dollars. Says Gerry Berghoef, president and general manager, John Widdicomb Co., "I find the results of this particular study very useful in planning our advertising and promotional programs. As a matter of fact, we are using the information to review our entire marketing strategy."

Media carefully evaluated

In the report's section on Trade Publications/Magazines, which thoroughly analyzes the importance of those media in the communication process, 24 such publications are minutely examined in terms of extent of readership, evaluation of helpfulness, and cost effectiveness, among other measurements. That section provides important information to help contract product manufacturers make cost-effective media decisions, depending upon target audiences selected for emphasis.

Detailed coverage of market

The value of the study is reflected in the Table of Contents of Interior Designer Viewpoint. In addition to elaboration on the purpose, objectives, scope, and methods of the study, major headings are self explanatory.

Management Overview, covers Guidelines for Market Targeting, Communications Mix, and Message Communications. Another section entitled Detailed Study Findings breaks into three key sections with subheadings, as follows:

I. The Contract Interior Designer Market
   - A. Identifying the Market
   - B. Profile of Firms With Contract Interior Designers
   - C. Profile of Contract Interior Designers.

II. How Contract Interior Designers Make Product Specification Decisions
   - A. Products Specified
   - B. Factors Influential in Selecting Products
   - C. What Happens After Products are Specified.

III. Communicating With Contract Interior Designers
   - A. Sources of Information
   - B. Trade Publications/Magazines Read Regularly
   - C. Trade Shows
   - D. Decorative Centers

A final section deals with segmenting interior designers by products regularly specified, plus an appendix. □



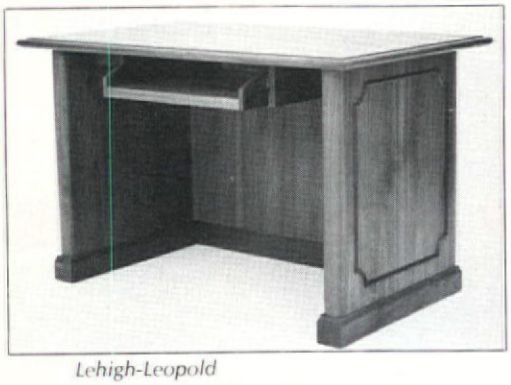
THE WORLD OF EXECUTIVE DESKS

'Systems Thinking' Influences Desk Design; Invites Users To Customize Own Work Surfaces

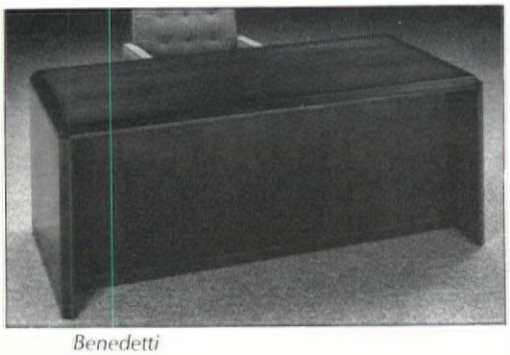
Despite rapid development of systems furniture lines by manufacturers, freestanding desks remain a healthy and important market. One of the salient reasons is a "customizing" capability borrowed from systems design that lets users add components according to need. Among the options, according to desk designers whose design philosophies are outlined on these pages, are special woods, leather detailing, data organizing components, and use of fine materials in transitional, traditional, and contemporary designs. Top-level managers now can integrate computers into "soft" environments with multiple choice programs to maximize workspace through modularity. CONTRACT shows a wide variety of desk introductions on these pages and also offers a glimpse into the design philosophy of some of the industry's outstanding desk designers.—The Editors

EXECUTIVE DESKS

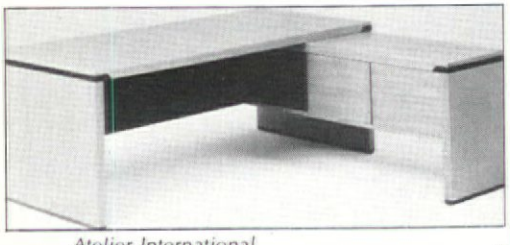
High-sheen finishes enhance wood



Lehigh-Leopold



Benedetti

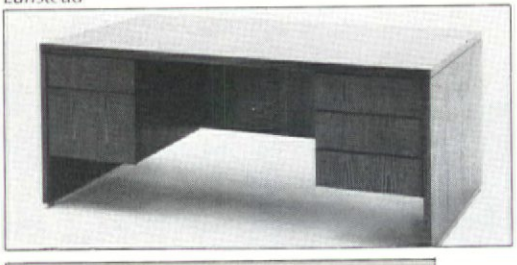


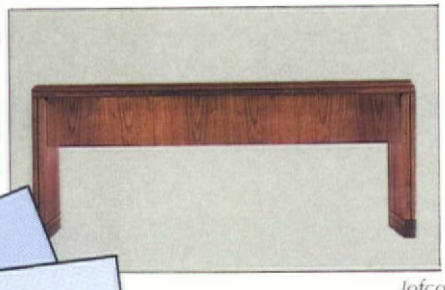
Atelier International



Hesco

Lunstead





Jofco

Lehigh-Leopold—Lincolnwood CRT table is styled to suit executive suites. Varied configurations are offered. **Circle No. 308.**

Benedetti Corporation—Capitol Hill series is transitionally styled with faceted corners and vignette detailing on walnut and mahogany models. Unit is also offered in oak, and with matching credenzas. **Circle No. 267.**

Jofco—Inset top and polished brass pulls distinguish O.J. Holohan's 9000 line for the executive office. A variety of matching pieces are offered. **Circle No. 312.**

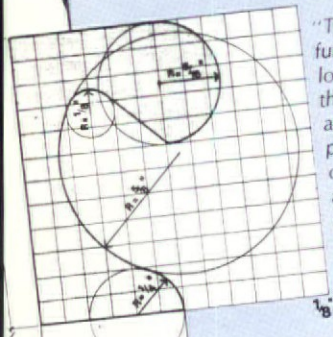
Hesco—Lacquered high-sheen finish and Accuride® full-extension drawer suspension are two of the many aspects of this Transitional Collection. **Circle No. 310.**

Lunstead Designs Inc.—Tripoli casegoods series has glued-and-dowel construction. Finishes offered are oak and walnut. **Circle No. 262.**

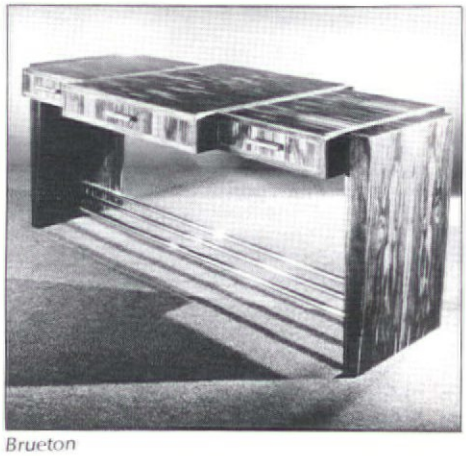
Atelier International—Perry King and Santiago Miranda designed the classic dark series with modular accessories to match. Oak, walnut, and

Bob Siegel,
Gwathmey-Siegel Architects,
collaborator,
"Gwathmey-Siegel" desk,
Knoll—





"The objective of the design was to author a furniture 'system' that is changeable and allows the user to become a designer. One of the major strategies that Charles Gwathmey and I employed in designing the desk was to permit flexibility for the user to configure his own desk from our design palette. By picking and choosing from among various options, users adapt a process that currently exists in systems furnishings to desk design. Selection of the top surface is made from a variety of choices—straight edge/cube side, front extension/cantilever or single/double radial end. Selection of hardwood as hardware becomes the personality of the desk."



Brueton

ebony-stained ash veneers are offered. **Circle No. 269.**

Brueton Industries—Designed by Stanley Jay Friedman, desk has tapered veneered side panels with matching veneer or leather tops. **Circle No. 256.**

Habitat International Ltd.—Paul Mayen's executive interpretation has two half cylinders complete with storage compartments and adjustable shelving. **Circle No. 259.**

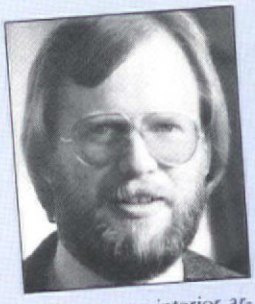
Artec—The 89 Series is modular in construction to adapt to each user. Assembly of components is via a quick-connecting fastening system. **Circle No. 248.**

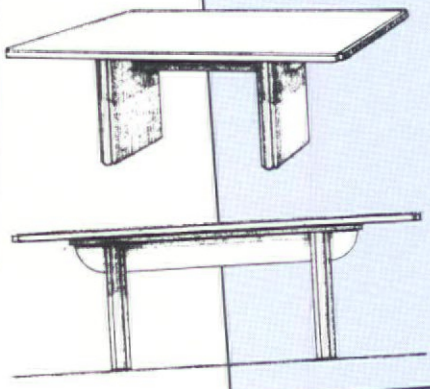
Cumberland Furniture Corp.—Mitered cornered cube desk and credenza has mirror chrome flush plinth base. **Circle No. 260.**

Inner Concepts Inc.—Executive group consists of desks and matching storage units and credenzas. Conference tables are offered to match. **Circle No. 251.**

Steelcase—Contemporary styling marks the 400 Series, Designs In Wood. Top and end panels are rounded to eliminate harsh edges. **Circle No. 311.**

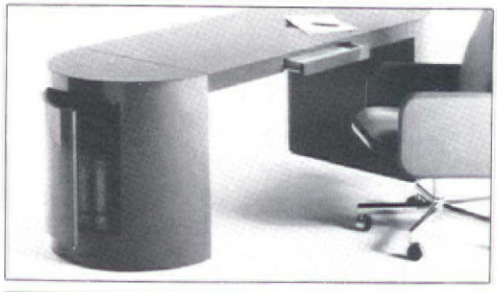
Dave Ebert,
Ebert, Hannum & Volz,
designer,
"The Arcus Collection,"
Modern Mode—



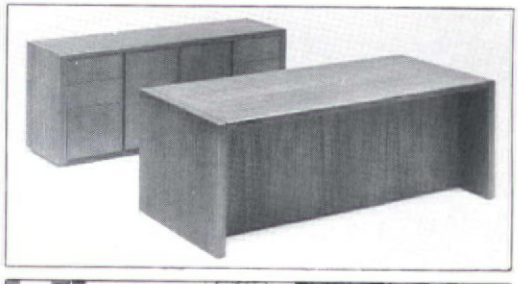


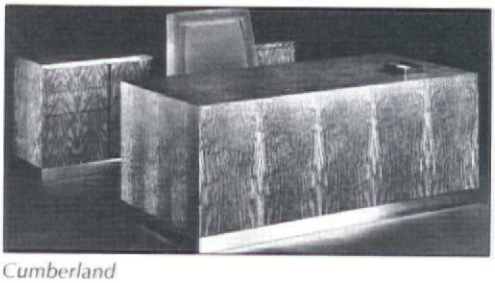
"The furniture series relates to an interior architecture project we had on commission. We were using details in the project that were semi-classical allusions to historical architecture. We picked out a detail and sought to reflect it in the furnishings. Having perceived a void in the market, it became necessary to design furnishings that responded to the interior plan of our assignment. The intent was to come up with a level of craftsmanship present in an antique. The geometry of the corner signifies the design—a double-radius formed by the intersection of two circles. Our concept synthesizes history and future in a workable product."

Habitat International

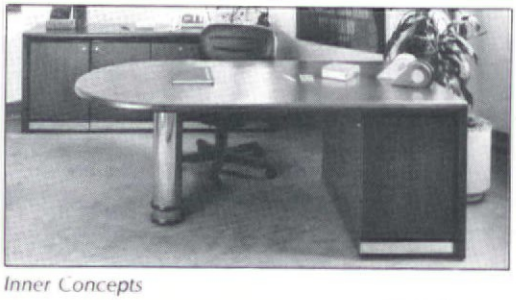


Artec





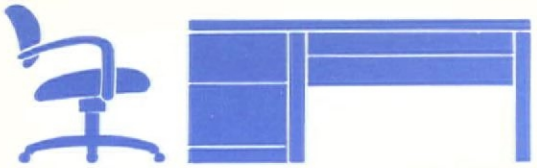
Cumberland



Inner Concepts

Steelcase





EXECUTIVE DESKS

Telephone, calculator built in



Monteverdi-Young

Monteverdi-Young Inc.—Desk and side unit #1292 are constructed of walnut with zebra inserts and polished chrome base. Telephone, calculator, television, and world clock are built in. **Circle No. 276.**

Hardwood House—Avatar line features sculpted edges outlining chrome reveals. Credenzas and returns accommodate video terminals. **Circle No. 245.**

Corry Jamestown—Each desk is marked by an individual brass plaque inside a drawer, complete with registration number for verification and service. **Circle No. 286.**

Gunlocke—Triangularity of facet edges adds interest to desk series Triad. Three hardwood choices are standard. **Circle No. 253.**

Beylerian—Linear Studio desk system is offered in two sizes and four finishes. Continuous design detailing is helpful in specifying total office environments. **Circle No. 264.**

Hardwood House



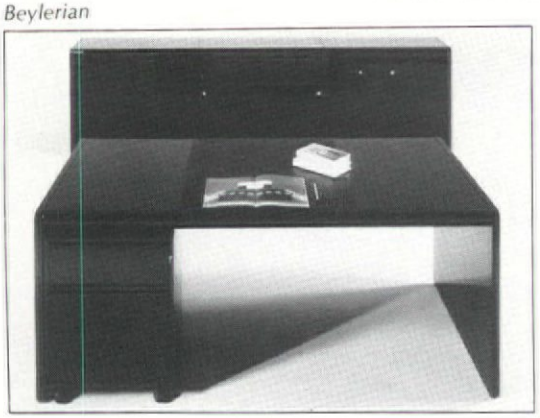
Gunlocke

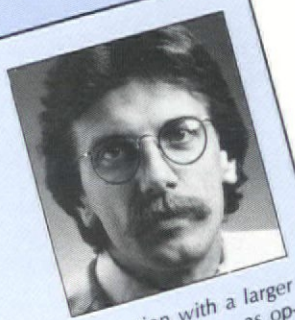




Corry Jamestown

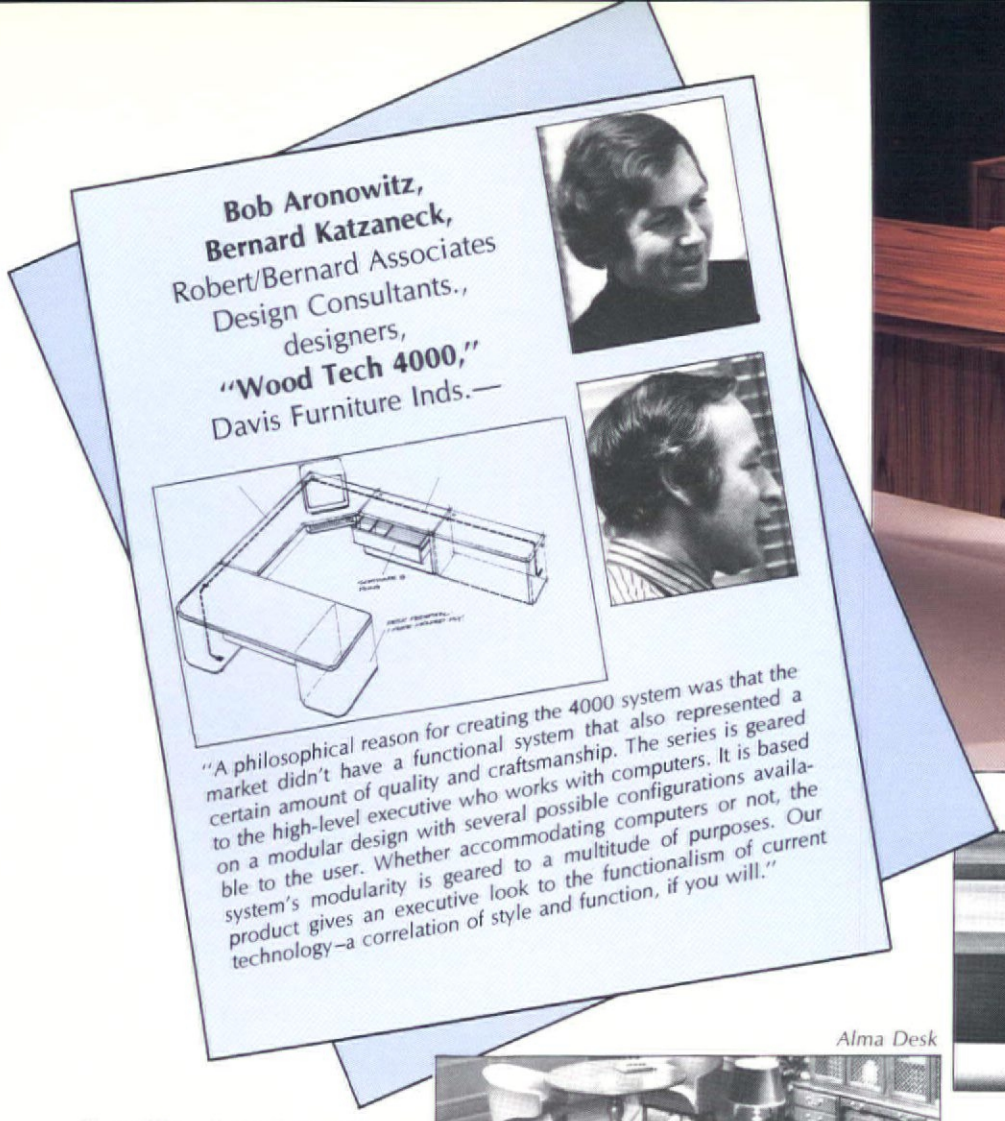
Beylerian

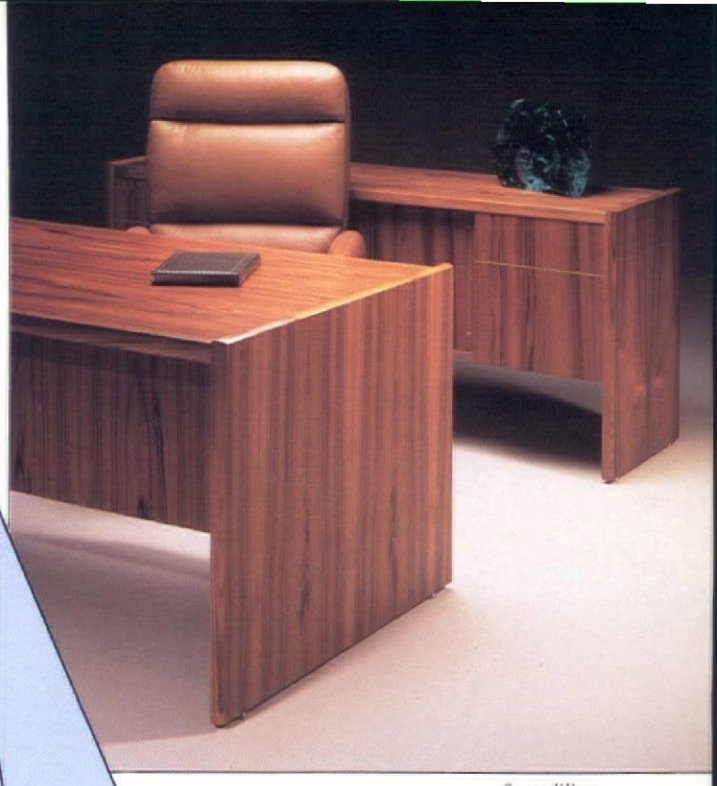




Manfred Petri,
designer,
"The Petri Desk,"
iil International—

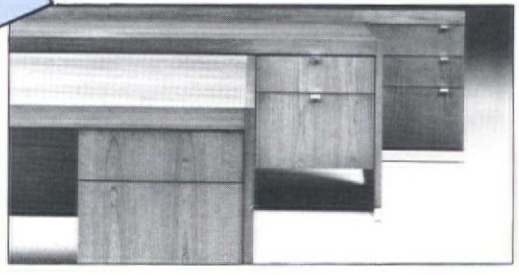
"The desk was designed to be used in conjunction with a larger system. Desk design was based on a pedestal with a top, as opposed to dealing with conventional end panels. The executive picks and chooses components for desk assembly. Here, the rationale is to offer a desk that addresses the widest range of needs–users can order pedestals for one or both sides of the desk, select an 'H' configuration, or opt for the desk's newest version which features 'L' panels for supports. The size of the desk is established in the rest of the system. It's systems thinking in a desk."





Scandiline

iil



Alma Desk



Pace



Scandiline Industries Inc.—Comprehensive Desk System (CDS) is offered in oak, teak, and walnut, with hand-rubbed oil finish. Drawer pedestals are available in two heights. **Circle No. 295.**

Alma Desk Co.—Devonshire Collection now comes with hand-tooled leather tops. Desk and credenza feature matched walnut veneers and English antique drawer pulls. **Circle No. 282.**

Brayton International—Signum casegoods series includes this two-pedestal unit in black veneer with cordovan trim. **Circle No. 314.**

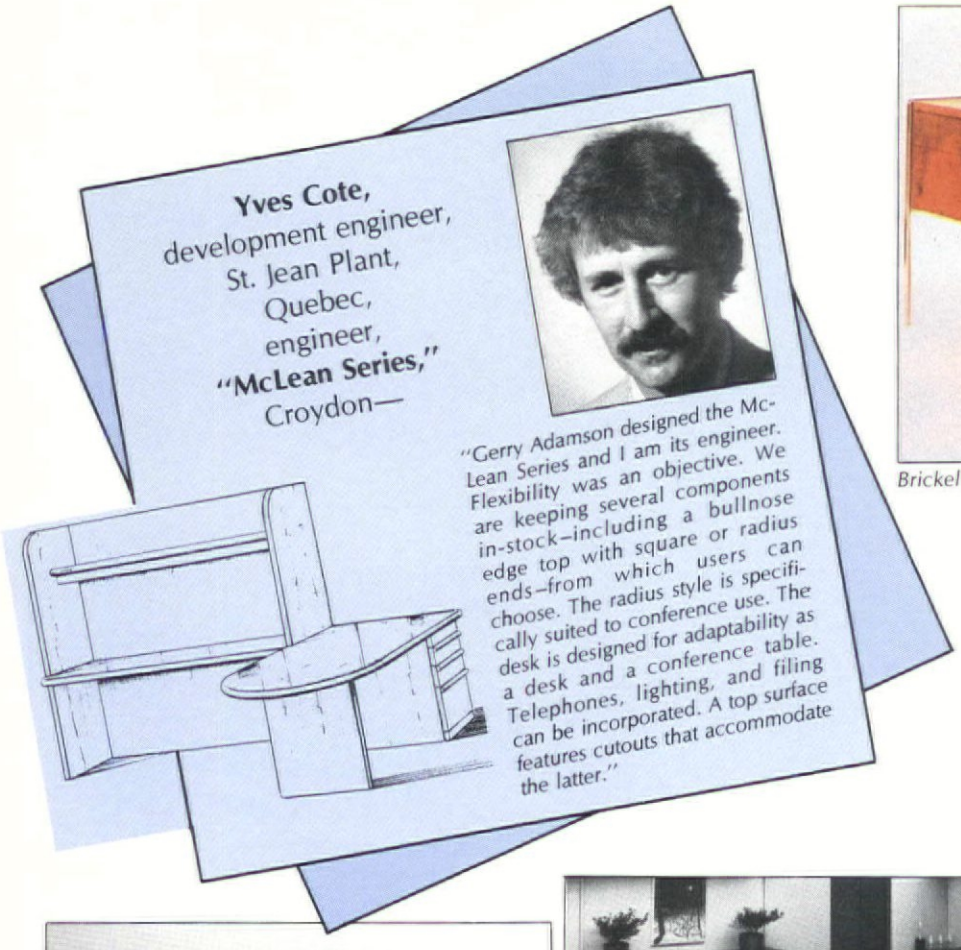
The Pace Collection—BIG desk series is offered with black glass top and saddle leather bullnose edges or black laminate top. **Circle No. 435.**

iil International—Kuypers series consists of modular, interrelated desks, credenzas, and storage units. **Circle No. 429.**



Brayton International

Burl more widely used





Brickel

Brickel Associates—Ward Bennett trimmed elm burl in mirror-finish stainless steel for the sleek look of his 4506 desk. Desk is actually suspended and separated from its metal frame. **Circle No. 289.**

Knoll International—The Gwathmey Siegel Desk presents an architectural statement in the executive office. **Circle No. 301.**

RJ Office Systems Inc.—Freestanding executive desks and credenzas are offered for standard office enclosures or open plan spaces. **Circle No. 254.**

Executive Office Concepts—Quality and craftsmanship are designed for upper level management in premium grade oak or walnut veneers and hardwoods. **Circle No. 297.**

Edward Axel Roffman Associates Inc.—Black leather case is enhanced by walnut burl, finished in high-gloss polyurethane. Dictation slides, pencil trays, and locks are standard. **Circle No. 272.**



Knoll International



RJ Office Systems



Executive Office Concepts

Myrtle Desk Company—Crafted of oak solids and veneers, series features three executive desks, a table desk, service units, secretarial and CRT groups, and lateral files. **Circle No. 294.**

ICF—Pinstripe family of desks was designed by Ken Walker's Walker Group, New York, to fill a range of corporate design needs. The collection is offered in mahogany, natural ash, black stained ash, oak, and walnut, with pinstripe reveal color accents. **Circle No. 284.**

Baker Contract—Al Herbert's design is enhanced by perimeter banding of American walnut veneers. Series accommodates computer terminal on deep return. **Circle No. 252.**

Artopex—Wood series comes in light or dark oak, and walnut finishes. Full-size top worksurface is trimmed with chrome reveal. **Circle No. 266.**

R-Way—Actuare Desk Collection is styled of African mahogany veneer with solid legs and posts (2800 series) or maple veneer with solid legs and posts (5800 series). Credenzas and executive returns are available. **Circle No. 247.**



Edward Axel Roffman



Myrtle Desk



ICF

Baker Contract





Artopex

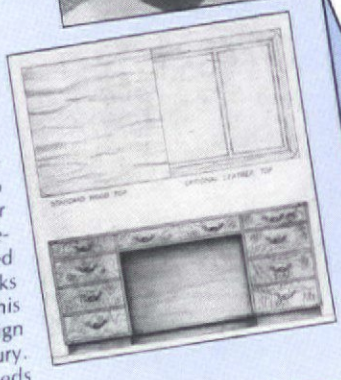
R-Way

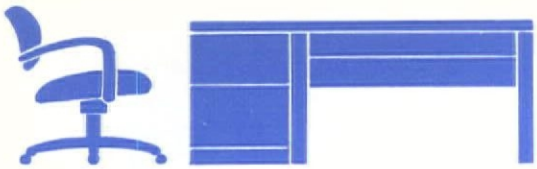


William DeBlaay,
director of design,
creator of
"Georgian Campaign Series,"
Kittinger—



"The line I've worked on has developed strongly into 18th Century. We pursue this style as it is still riding on an 'up' from the Bicentennial. Styling signifies the apex of craftsmanship prior to the Industrial Revolution. With our Georgian Campaign Series, we researched hardware and combined white ash veneer fronts and backs with straight-edge mahogany. This is faithful to the British Campaign style during the late 18th century. We try to fit modern-day needs into traditional design."



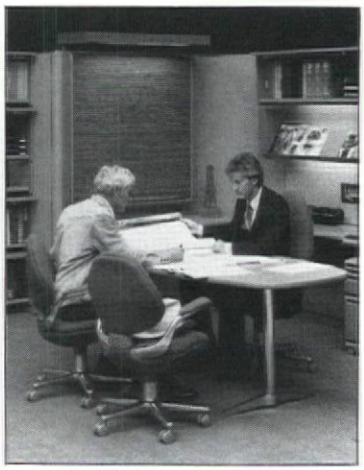


EXECUTIVE DESKS

Execs demand flexible components



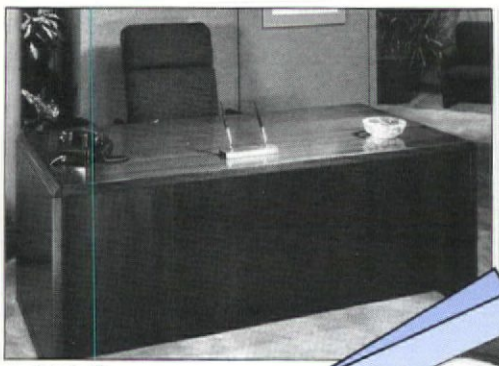
Modern Mode



Haworth

Modern Mode—Desk and matching credenza comprise Arcus, a contemporary line by David Ebert. Units are available in walnut, oak, cherry, ash, and mahogany in 14 oil and lacquer finishes. **Circle No. 300.**

Haworth—UniGroup® open office interior system suits the executive in a new palette of 119 color and texture offerings. Freestanding desks/tables provide ample worksurface. **Circle No. 242.**



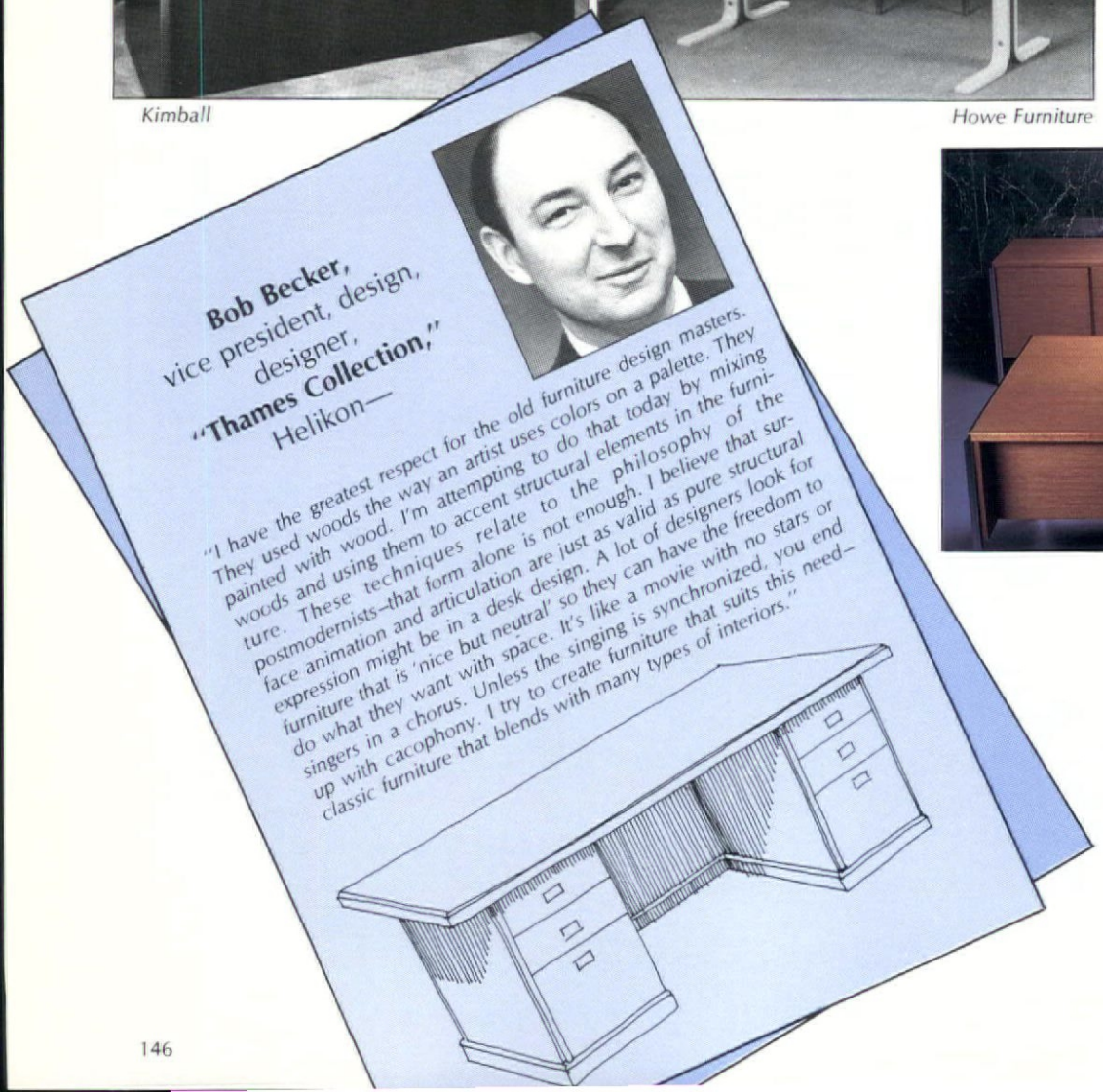
Kimball



Howe Furniture

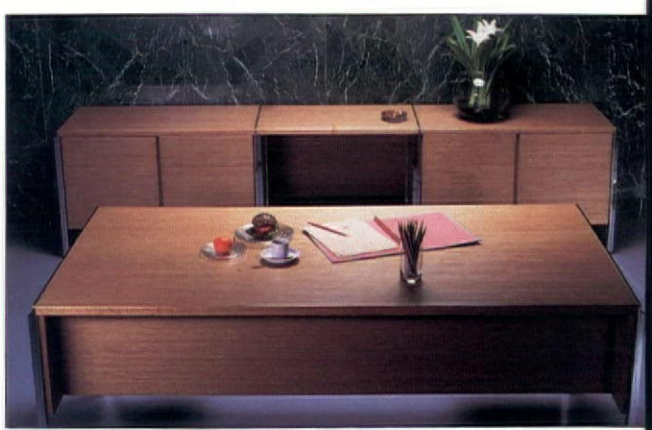
Kimball—Mahogany desk from the 6800 Series is protected by a durable catalyzed vinyl topcoat. Radius edge defines all components in the line. **Circle No. 270.**

Howe Furniture Corp.—Cherner Group table/desk is offered in four series. Columnar inserts in legs are an option. **Circle No. 273.**



Bob Becker,
vice president, design,
designer,
"Thames Collection,"
Helikon—

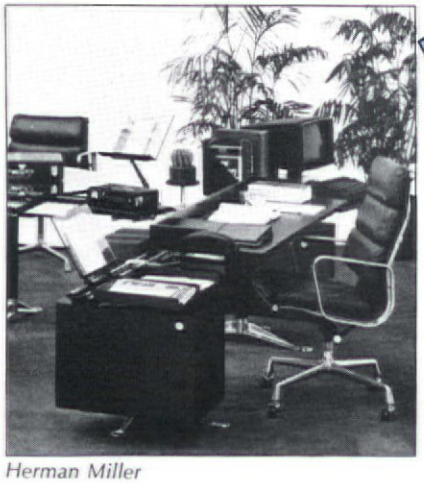
"I have the greatest respect for the old furniture design masters. They used woods the way an artist uses colors on a palette. They painted with wood. I'm attempting to do that today by mixing woods and using them to accent structural elements in the furniture. These techniques relate to the philosophy of the postmodernists–that form alone is not enough. I believe that surface animation and articulation are just as valid as pure structural expression might be in a desk design. A lot of designers look for furniture that is 'nice but neutral' so they can have the freedom to do what they want with space. It's like a movie with no stars or singers in a chorus. Unless the singing is synchronized, you end up with cacophony. I try to create furniture that suits this need–classic furniture that blends with many types of interiors."



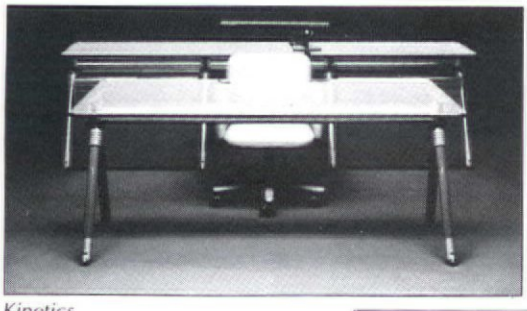
Stow/Davis

Stow/Davis—Flexible component system designed by Alexis Yermakov, the Electa Series incorporates mirror chrome steel and bronze end frames. **Circle No. 298.**

Herman Miller—The Burdick Group offers executives two distinct, yet integrated, work areas. Eames™ Soft Pad seating complements the setting. **Circle No. 303.**



Herman Miller



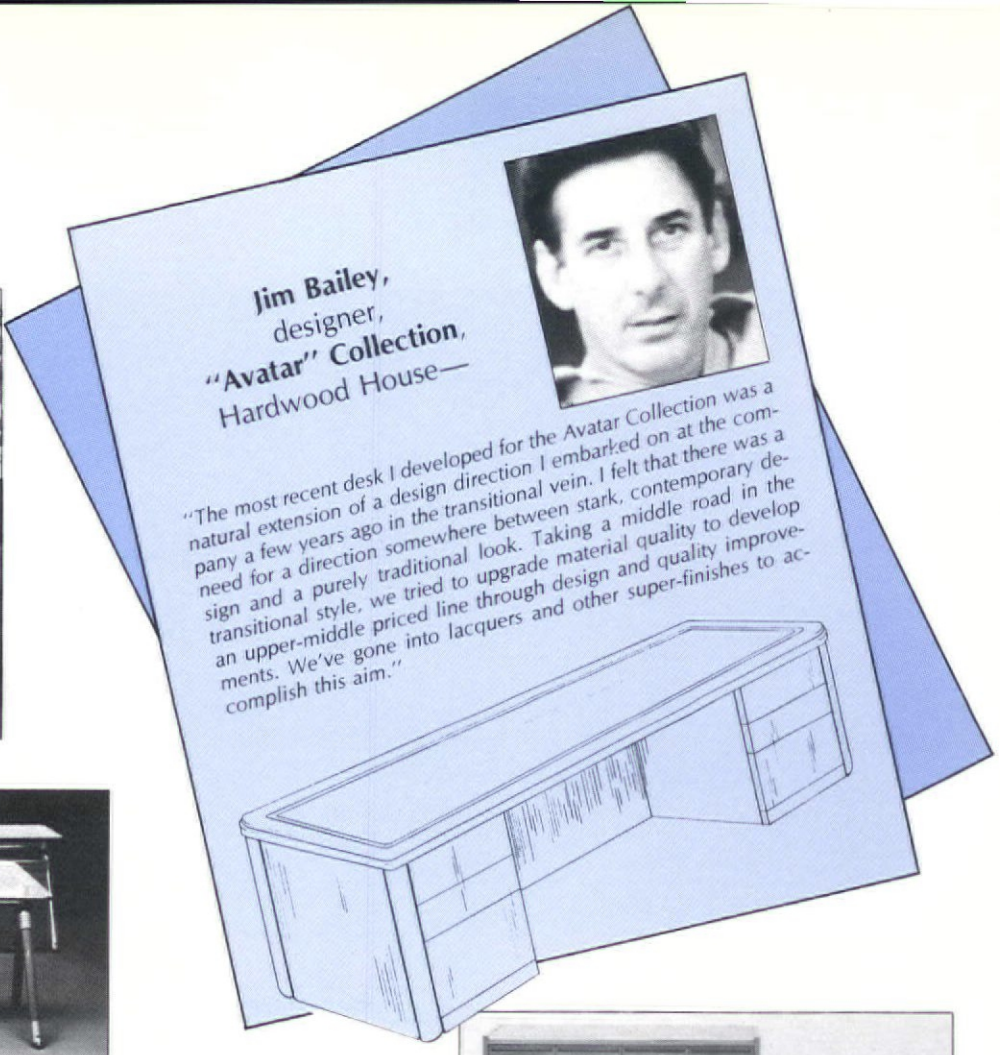
Kinetics

Kinetics—Executive material comes in the form of Powerbeam arterial channels for power management and desktop support. System features a variety of desktop options. **Circle No. 305.**

Madison Furniture Industries—DO7 Series desk and credenza are offered in full- or partial-panel styles. **Circle No. 263.**

Domore—Radius/Square by Robert DeFuccio is offered in red, black, or brown mahogany plus American white oak. A number of style options give four completely different looks. Radius edges or defined square edges are offered. **Circle No. 313.**

Mueller Furniture Corp.—Comprehensive collection of executive furniture includes 24 additions to the Integre line. **Circle No. 309.**





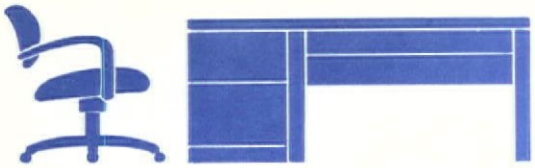
Madison Furniture



Domore



Mueller Furniture



EXECUTIVE DESKS

Specify models with metal accents



Harvey Probber

Harvey Probber—Banker's Series is richly detailed in solid bronze and mahogany. Seven finishes are offered. **Circle No. 280.**

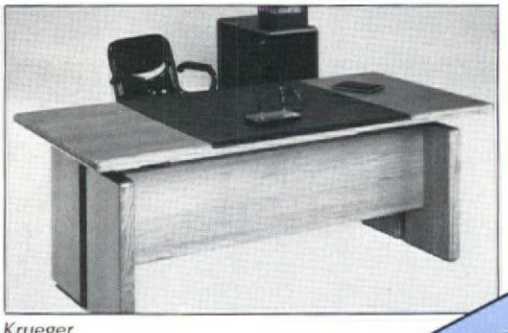
The Boling Co.—Ashwood desk comes with matching woodgrain laminate top, accented by a brushed brass reveal. Matching credenza and stacking module/bookshelf are also offered. **Circle No. 271.**

Krueger—COM Classical desk is oak veneer with leather inset. Lacquered storage cabinets coordinate with the line. **Circle No. 292.**

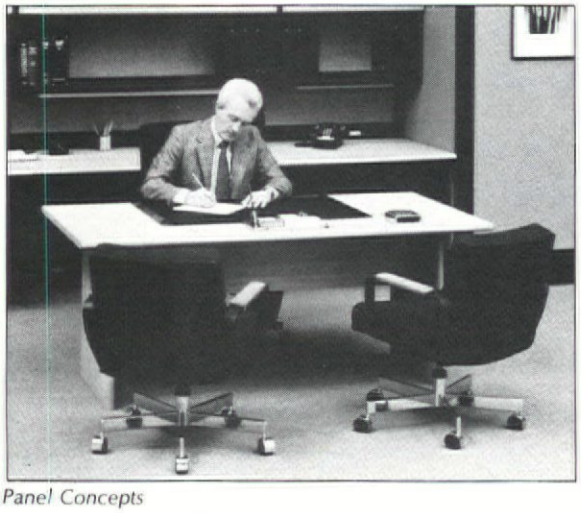
Panel Concepts Inc.—Executive-style conference table is available in four sizes, and shipped KD. Unit is offered in both freestanding and panel-supported configurations. It may be fitted with pencil drawer and/or drawer pedestals. **Circle No. 425.**



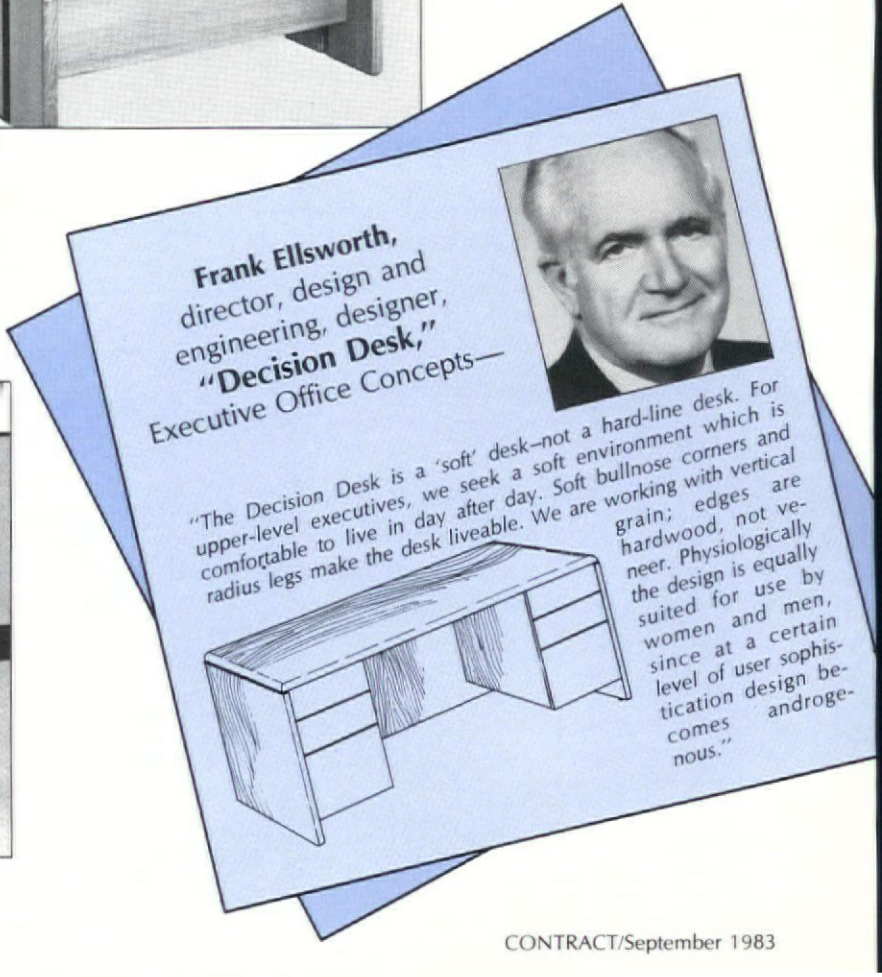
The Boling Co.



Krueger

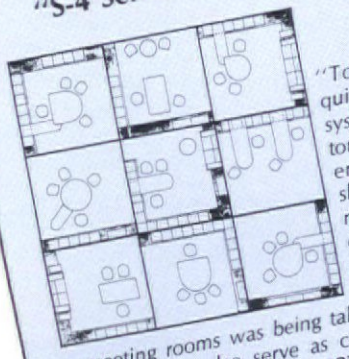


Panel Concepts





Jack Dunbar, principal, De Polo/Dunbar, designer, **"S-4 Series,"** Dunbar—



"To determine executives' requirements that would affect the system's design, we analyzed factors that were changing the office environments. Our research showed that as of 1981, the two most important factors were self-consciousness about space limitations and the computer. Since space originally allocated for meeting rooms was being taken over by offices, why not create offices that also serve as conference rooms. And, since each executive wants his own CRT, the system had to adapt to computer use. Open plan, when properly designed, can serve the need for a flexible package that accommodates rapid change.

Smith & Watson

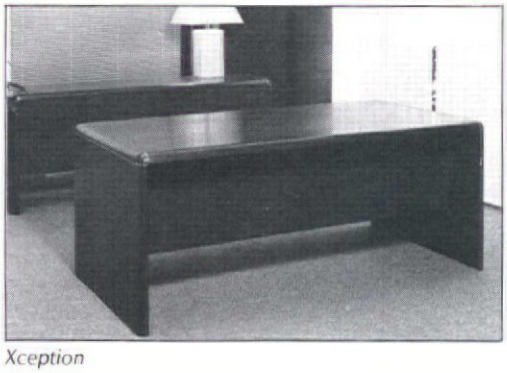


Smith & Watson—Herringbone inlay and rich walnut burl enhance the look of executive furnishings. **Circle No. 302.**

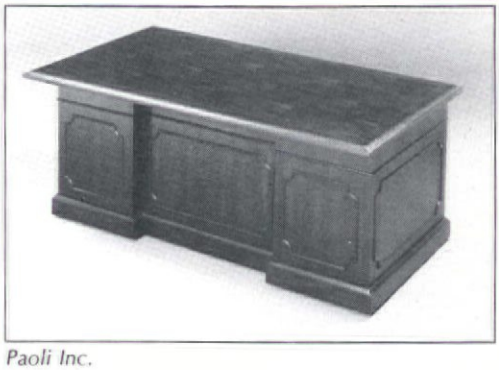
Paoli Inc.—English walnut burl top resists heat, stain, oil, and alcohol due to its durable finish. Montclaire desks have dovetail construction. **Circle No. 291.**

Economic Kaluste Oy—Modular executive desk series completes the Vivero program from this Finnish manufacturer. **Circle No. 288.**

Xception—Part of a new wood office furnishings series, this line consists of three sizes of two-pedestal desks. Credenzas, a secretarial unit, lateral file, and hinged door commode are also available. Three finishes provide further options. **Circle No. 428.**



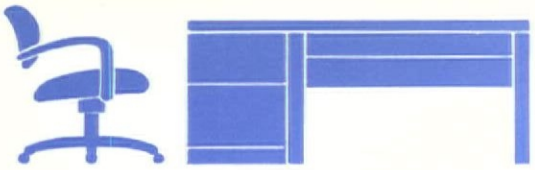
Xception



Paoli Inc.

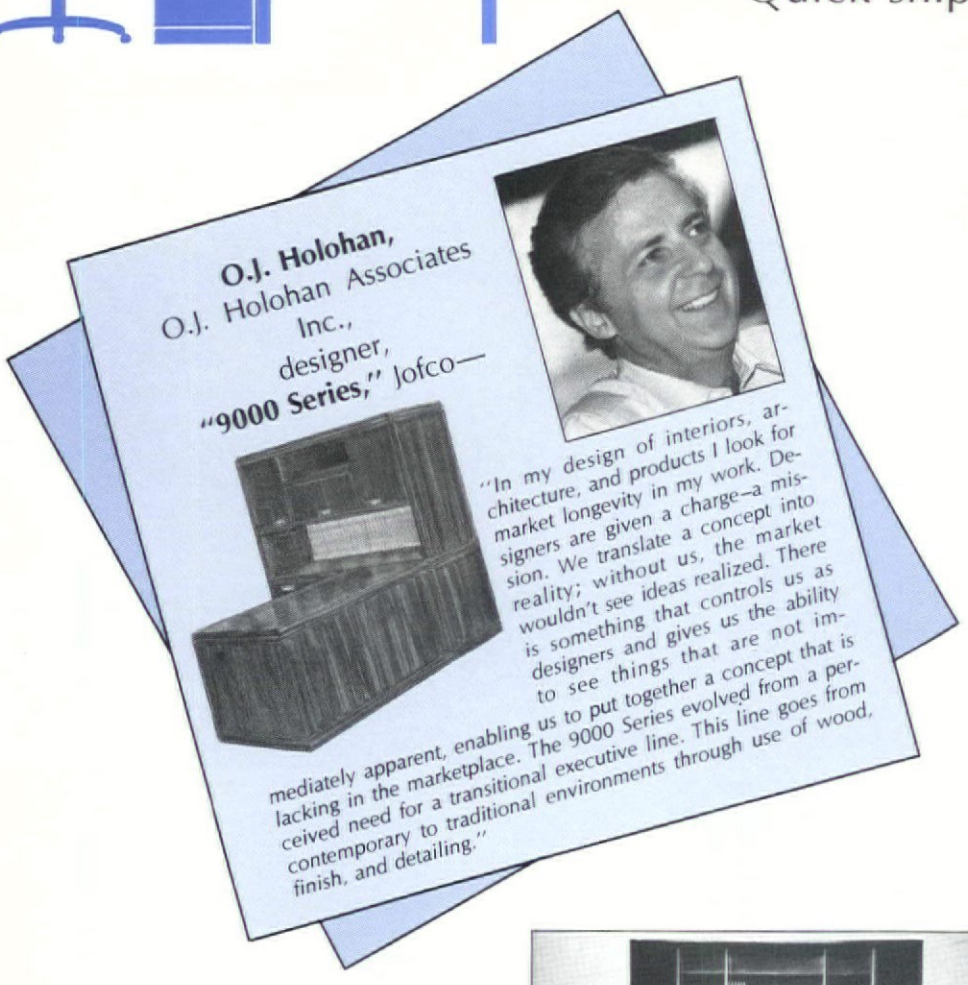


Economic Kaluste Oy



EXECUTIVE DESKS

Quick-shipment options a plus



Spec'built—This firm custom manufactures to designer/architect specifications. Complete executive environments are available. **Circle No. 281.**

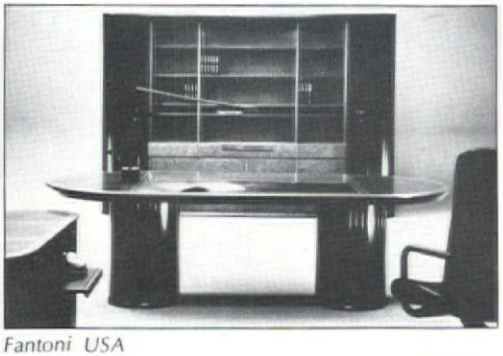
Fantoni USA—Broggi and Burckardt designed the D.S. collection of desks, wall units, credenzas, and conference tables. Items are crafted of burl and wood, highlighted by a black lacquer finish. **Circle No. 426.**

John Stuart/John Widdicomb





Spec'built



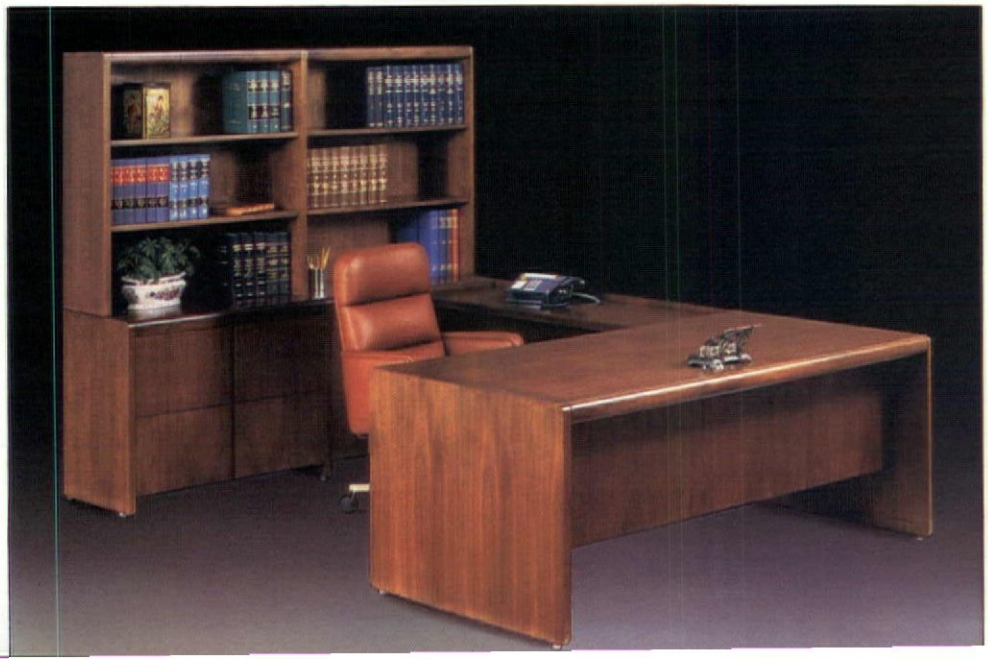
Fantoni USA

Hiebert

Hiebert Inc.—Radius-edge furniture is offered in oak and walnut. Panel Round executive desks have matching bookcase/storage units. **Circle No. 274.**

John Stuart/John Widdicomb—Burnished brass joins olive ash burl or lacquered finish in the Aurora line. Desks, credenzas, seating etageres, and consoles are offered. **Circle No. 299.**

Watson Furniture Systems—Contour and Europa series provide a range of componentry for business applications. Filing drawers and stationery inserts are available. **Circle No. 285.**



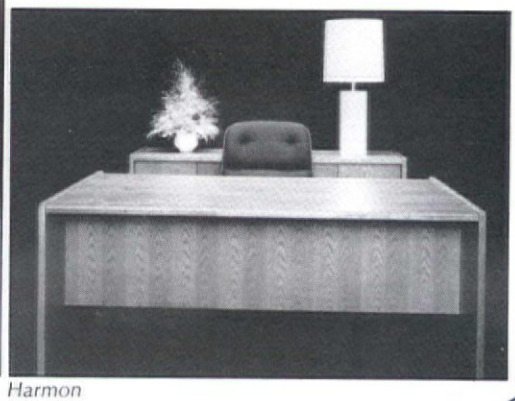
Harmon, Div. Coastcraft—Oak model is delivered in seven days on this firm's Fastrack program. Series 3000 is also offered in walnut, mahogany, teak, and koa. **Circle No. 307.**

Tuohy—Executive components from the Waterfall Series are made of walnut, mahogany, and oak. Units are offered in four privacy panel treatments. **Circle No. 283.**

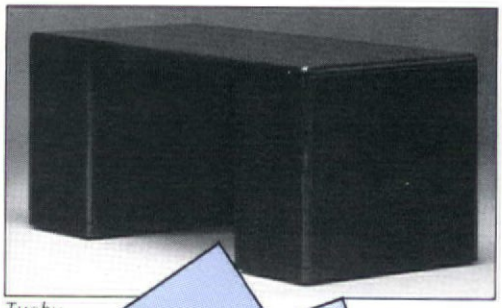


Watson Furniture





Harmon

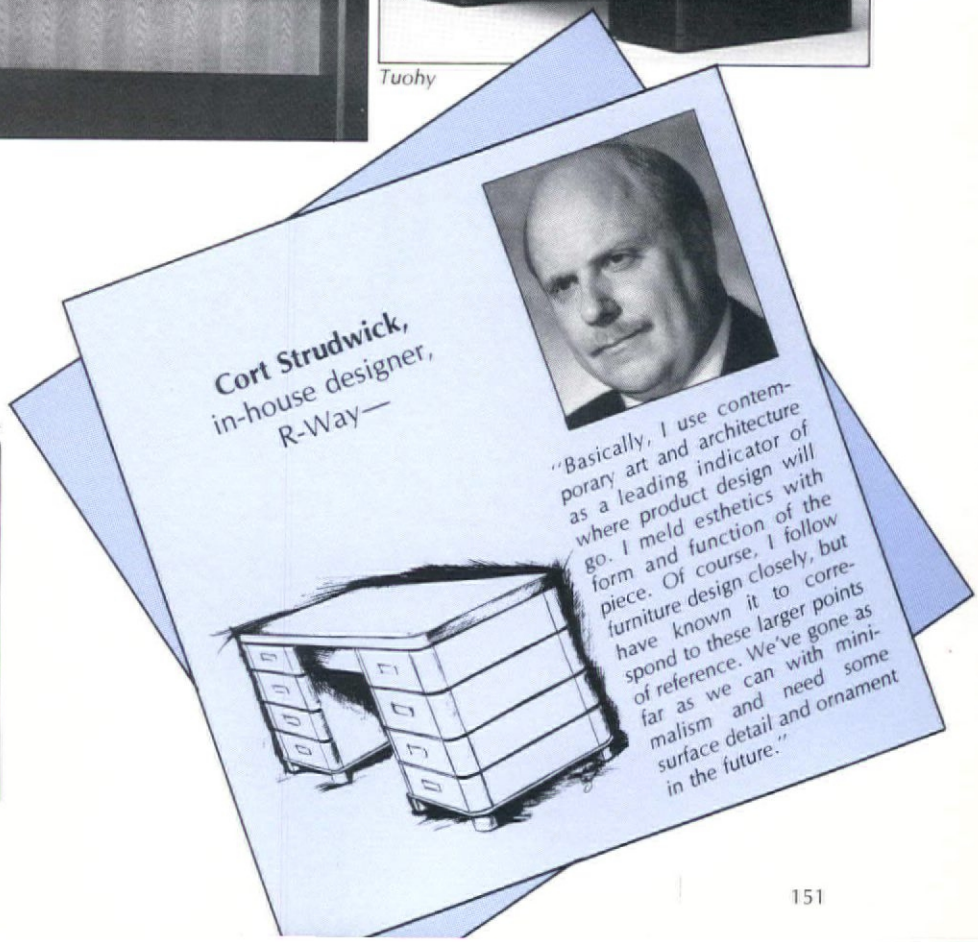


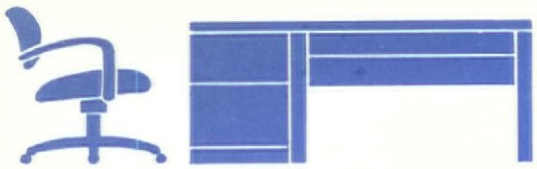
Tuohy

Krug Furniture Inc.—Radius edges soften desk lines. Oak and walnut are wood choices for SoftBlock series; seating, tables, and reception furniture are offered to match. **Circle No. 268.**

Krug Furniture







Bullnose edges soften corners



Jasper Desk

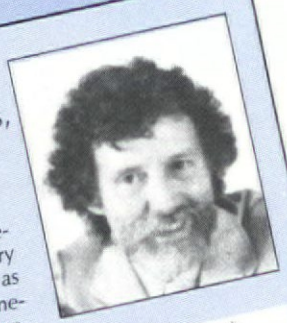
Jasper Desk Company—Conference, table, and executive desk models vary in size and drawer configurations. All are crafted of American walnut. **Circle No. 296.**

Ambience/Contract—Jorge Letelier, designer noted for work purchased by the Museum of Modern Art, has designed a collection of contract furniture including this executive desk. Pickled birch and unusual architectural styling highlight the model. **Circle No. 427.**

Croydon—McLean series includes accessories such as face plates for telephone insertions, letter trays, and writing sets. Oak variations and ebony black are offered. **Circle No. 249.**

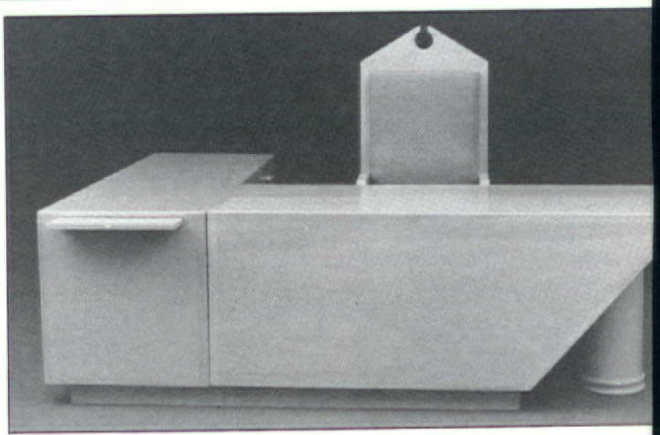
Romweber Furniture—Viking Oak Collection affords eight drawers plus overlays and inlays of burled English oak. Hidden lock is standard. **Circle No. 277.**

Wendell Castle,
principal, Wendell Castle Studios,
designer, **"Utopia Series,"**
Gunlocke—



"In furniture design, the functional elements are assumed and it is unnecessary to dwell on them. Therefore, I try to be as adventurous as I can within the parameters set by the need to provide a horizontal surface located 29-in. from the floor. Since I design by drawing, I draw hundreds of desks. Some are weird and unusable, but I try to keep an open mind while drawing, deciding later whether what I've created makes sense. Some ornamentation is added during production. In the Utopia Series, the end result is three designs: a whimsical piece, a formal design based on historical motifs with a modernized design vocabulary (in this case octagonal legs terminated in a sphere-shaped finial), and a classical piece with Greek architectural elements such as cornices on the top and column bases."





Ambience

Croydon



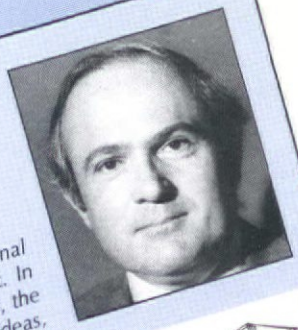
Executive Furniture Inc.—Boat-shaped tops are standard on executive conference table line. Shipping is KD.
Circle No. 258.

All-Steel—Recessed, full-panel back offers the executive look in 20 colors on steel. Oiled walnut veneer and 18 textured laminate tops are offered.
Circle No. 279.

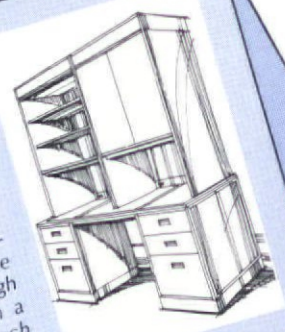
Contemporary American Furniture—Series 7 desk has African mahogany base and sunburst crotch mahogany. Available are matching credenzas and upper cabinets.
Circle No. 275.

Eppinger—Radius End desk and matching credenza have solid ash bullnose-edge tops set off by a mirror-polished stainless steel reveal. Recessed horizontal drawer pulls are trimmed in the same material.
Circle No. 290.

Al Herbert, principal, Albert Herbert Design, designer, **"9700 Series,"** Baker—

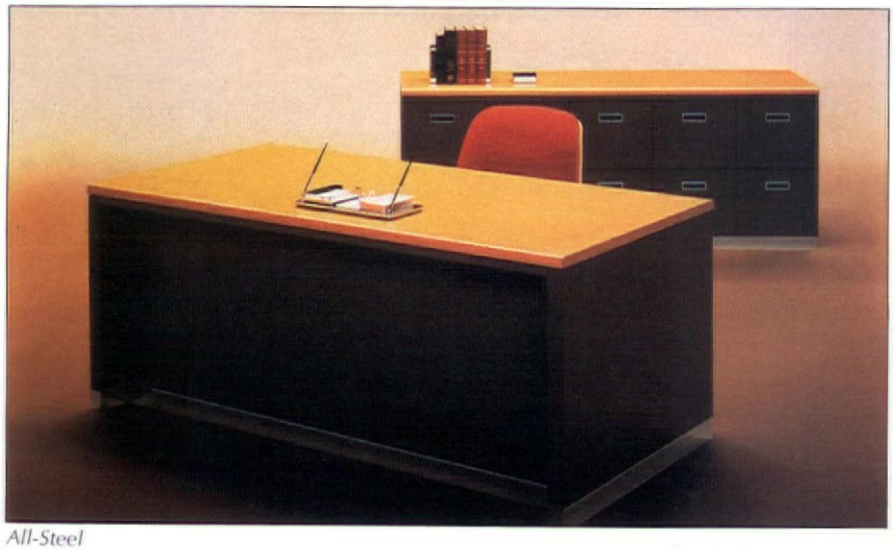


"Baker and I see the desk as a personal expression of the executive behind it. In an environment filled with machines, the desk conveys personal feelings and ideas, particularly when accessorized by other elements that reflect the executive's taste and the corporate image. I think executives may become even more conservative in their taste to reflect the image of a company as machines continue to infiltrate the office environment. Baker is one of the few companies that still has craftsmen capable of doing classic things with inlaid wood and detail while adapting the desk for modern technology. The idea is to provide a classic look through craftsmanship, finishes, and woods in a manner that harmonizes with high-tech surroundings."





Contemporary American

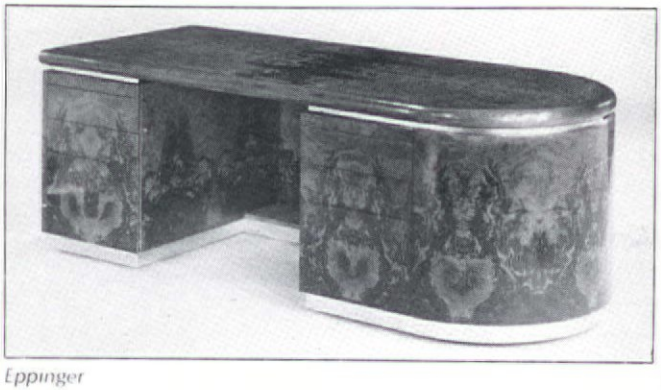


All-Steel

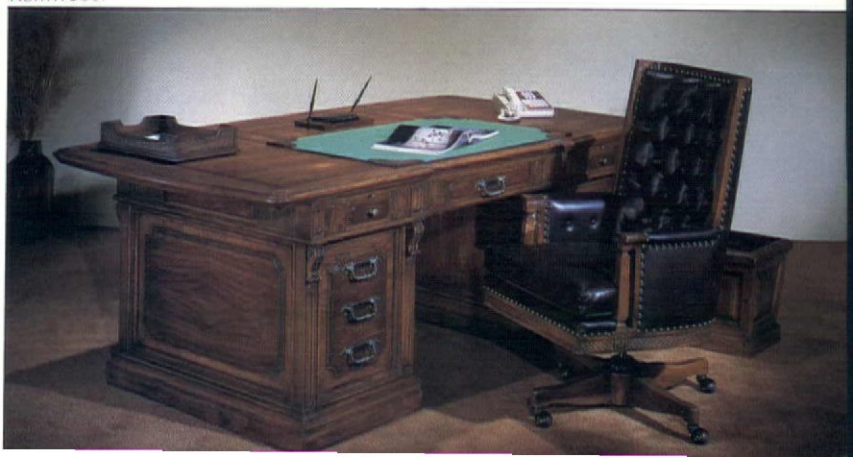


Executive Furniture

Romweber



Eppinger





Interiors Give Aviation Service Competitive Edge in Metro Area

Lounges, gym, foodservice, & overnight quarters attract corporate flyers to airport facility

The objective in designing Atlantic Aviation's Teterboro, N.J. facility was to give the client a competitive edge by creating appealing interiors for its customers who are business aircraft operators. Atlantic perceived that interiors for its New Jersey headquarters could become a tool to attract corporate travellers from a number of other airports that serve the metropolitan New York area.

In operation, the facility's executive and pilot lounges, conference rooms, sleeping areas, and gym provide the corporate pilot and his executive passengers with a transition between airplane travel and business calls at the destination.

Notes senior vice president Roger Ritchie, "Atlantic Aviation is an organization devoted to serving business aircraft operators by providing ground services for aircraft was well as facilities for key personnel of its clients. The Teterboro branch is tuned to be used by ourselves as a service organization to accomplish a main objective: to give the pilot and passengers an 'oasis' between travel and local business responsibilities."

Atlantic Aviation operates five other offices which are distributed among the metropolitan centers of Philadelphia; Wilmington, Del.; Greenville, S.C.; and Houston. In addition to supplying pilot services, the company markets business jets and equips larger business aircraft with custom interiors.

Considered key in space planning at Teterboro was the provision of private lounge areas. Notes designer Pearl Seymore, Pearl Seymore Design Associates, Hackensack, N.J., "The

Pilot lounge in the 10,000-sq.-ft. facility (above) has recreation area with pool table in rear and desks for review of flight plans. Chrome accents were used on furnishings as well as accessories and were repeated in lighting.

Photography by Marvin Rand

10,000-sq.-ft. interior includes a VIP lounge designed to accommodate small groups of executives in a conference setting.

"Shelter-height lounge furniture provides privacy and a relaxed atmosphere for clients of Atlantic. In addition, there are two areas supplied with desks for the busy executive."

For pilots, Atlantic offers a lounge as well, complete with pool table and other recreation. Two sections are designated to accommodate working pilots and four "snooze" rooms supply overnight accommodations for resting between flights. A fully equipped kitchen offers foodservice and can cater business lunches on demand.

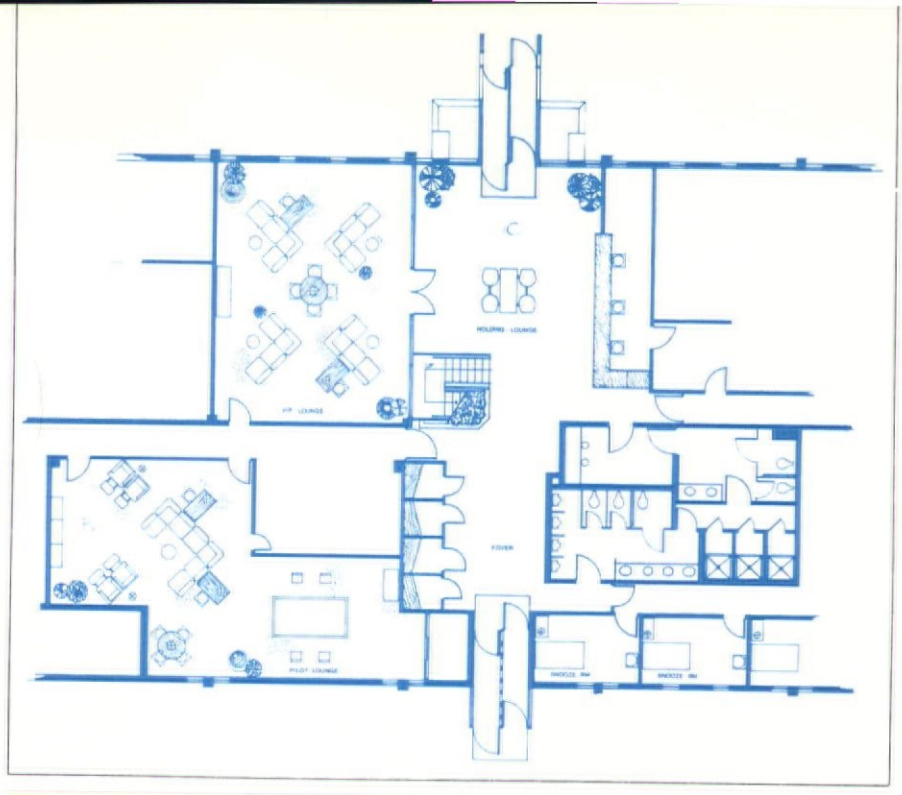
The airport facility serves corporate and private aircraft from all over the world. Thus, pilots using the premises are often in need of a convenient place to rest and relax during a demanding schedule.

Designers changed the original specs for the space. Prefabricated walls were replaced by panelling and vinyl treatments. Suspended, chrome tubular lighting in linear configurations was substituted for the facility's fluorescent units integrated into a grid ceiling.

The space's awkward L-shape was overcome by arranging lounge seating to "float" in the room and allow for viewing accessibility. Overhead tubular lighting follows the asymmetrical arrangement of seating.

Accessorization picks up chrome finishes and felt wall graphics enliven the space.

Notes Ritchie, "The design formula employed in our Teterboro site will be encapsulated in a West Coast facility we are now planning. This type of facility helps us to signal to our pilot customers that we are committed to providing the best possible conveniences and services to make their travels more pleasant." □



Shown in floorplan are facility's executive and pilot lounges, conference rooms, and sleeping areas which provide the corporate pilot and executive passengers with a relaxed transition between air travel and business at the destination. Reception and ticket counter of Atlantic Aviation's Teterboro facility (left) handles corporate flyers as one of the company's six branches providing ground services for aircraft. Company also markets business jets and equips larger business aircraft with custom interiors.



Executive lounge features high-back Thonet seating and suspended tubular lighting. L-shaped space demanded that furnishings be asymmetrically arranged for privacy and visual interest.



SOURCES

Seating—Steelcase, Thonet, Tulip Inc., Barcalounger "Omega," **Tables, desks**—Steelcase, Intrex, Howe. **Lighting**—Intrex, Sonnenman, A.S.I. **Wall unit**—CADO. **Bedroom furniture**—Bassett, Bergen Glass, Thonet. **Fabric**—Boris Kroll, Maharam, Naugahyde, DesignTex, S.M. Hexter. **Window treatment**—Riviera Blinds. **Pool Table**—Pace. **Planters**—Glassform. **Ashtrays, urns**—Intrex, Design Technics. **Umbrella stands, wastebaskets**—Intrex. **Chalk, Projection boards**—Egan Visual. **Graphics**—Color Shop Inc.

COMPUTER SUPPORT FURNITURE DIRECTORY



Electronic Equipment Platforms Grow More Sophisticated

Computer support furniture of the mid-'80s has come a long way from the rigid platform tables of the late '70s. Today, "fully articulated" is but one of the buzz words used to describe the flexibility inherent in current computer support furnishings. Ergonomics, elimination of veiling reflections on CRT screens, comfort, and increased productivity are other concerns occupying specifiers of such furniture.

This second annual computer support furniture directory provides information on all of these furniture features as an aid to the designer/specifier. Alphabetical listings include telephone numbers, while extensive product review information is provided to assist in the specification process. CONTRACT's editors welcome your suggestions for improving this directory in future years. —**THE EDITORS**



COMPUTER SUPPORT FURNITURE DIRECTORY

Acco Intl. Inc.
770 S. Acco Plaza
Wheeling, IL 60090
800/323-7882

Acoustical Screens Corp.
79 Industrial Dr., Drawer 545
East Longmeadow, MA 01028
413/525-6613

Adden Furniture Inc.
26 Jackson St.
Lowell, MA 01852
617/454-7848

All-Steel Inc.
Rt. 31 & Ashland Ave.
Aurora, IL 50543
312/859-2600

Alma Desk Co.
1301 Lincoln Dr.
High Point, NC 27262
919/885-4101

American Seating Co.
901 Broadway Ave. NW
Grand Rapids, MI 49504
616/456-0303

Amstore Corp.
716 Nims
Muskegon, MI 49443
616/722-6681

Artec
1600 Royal St.
Jasper, IN 47546
812/482-1600

Aspects Inc.
11615 Pendleton St.
Sun Valley, CA 91352
213/768-9000

Atelier Intl.
595 Madison Ave.
New York, NY 10022
212/688-5838

Bevis Custom Tables Inc.
P.O. Box 2280
Florence, AL 35630
800/551-3325

BIOTEC Systems
3158 Production Dr.
Fairfield, OH 45104
800/543-1605

The Boling Co.
P.O. Box 409
Siler City, NC 27344
919/663-2400

John Boos & Co.
315 S. First St.
Effingham, IL 62401
217/347-7701

Borroughs LSI
3002 N. Burdick St.
Kalamazoo, MI 49007
616/342-0161

Bretford Mfg.
9715 Soreng Ave.
Schiller Park, IL 60176
312/678-2545

Cardinal Corp. of Stanley, WI
E. Maple St., P.O. Box 113
Stanley, WI 54768
715/644-5531

Cole Business Furniture
640 Whiteford Rd., P.O. Box M-26
York, PA 17405-7026
717/854-1545

CompuAge Furniture Corp.
9850 Chartwell Dr.
Dallas, TX 75243
214/340-3718

Computer Accessory Corp.
8400 Sovereign Row
Dallas, TX 75247
214/631-5732

Computer Roomers Inc.
9219 Viscount Row
Dallas, TX 75247
214/630-0280

Conwed Corp.
P.O. Box 43237
St. Paul, MN 55164
612/221-1102

The Cordes Group Inc.
4011 W. Clarendon
Phoenix, AZ, 85019
602/233-9086

Cramer Inc.
625 Adams St.
Kansas City, KS 66105
913/621-6700

Croydon Furniture Systems Inc.
One Hespeler Rd.
Cambridge, Ontario N1R 5V4
519/621-6300

Dansanna Mfg. Ltd.
8256 Mackle Rd.
Montreal, Quebec H4W 1B2
514/489-3855

Danwood Design
21616 87th Ave. SE
Woodinville, WA 98072
206/485-8524

Dar/Ran Furniture Ind. Inc.
2402 Shore St., P.O. Box 7614
High Point, NC 27264
800/334-7891

Data-MATE, The Maine Mfg. Co.
P.O. Box 408
Nashua, NH 03061
603/882-5142

Datum Filing Systems Inc.
270 Adams Blvd.
Farmingdale, NY 11735
516/293-4651

Decar Corp.
P.O. Box 187
Addison, IL 60101
312/543-8050

Delco Associates Inc.
55 Old Field Point Rd.
Greenwich, CT 06830
203/661-5101

Denberg Inds. Inc.
10709 Wayzata Blvd.
Minneapolis, MN 55343
612/546-7222

Dennison National
1 Water St.
Holyoke, MA 01040
413/539-9811

Desience Corp.
23410 Civic Center Way, Ste. E-9
Malibu, CA 90265
213/456-3097

Domore Corp.
2400 Sterling Ave.
Elkhart, IN 46516
219/293-0621

Dynamic Custom Equipment Ltd.
1200 Aerowood Dr., Unit#16
Mississauga, Ontario L4W 2S7
416/625-5023

Eagle Computer Furniture Systems
P.O. Box 586
Easton, PA 18042
215/252-2220 or 800/223-3962

Eck-Adams Corp.
10121 Paget Dr.
St. Louis, MO 63132
314/993-8100

Embassy Products Inc.
816 Foley St.
Jackson, MS 39202
601/353-8000

Eppinger Furniture Div. R.E.E. Inc.
P.O. Box 8088
Stamford, CT 06905-8088
203/329-1984

Executive Furniture
P.O. Box 167
Huntingburg, IN 47542
812/683-3334



COMPUTER SUPPORT FURNITURE DIRECTORY

Executive Office Concepts
1715 Anderson Ave.
Compton, CA 90274
213/979-2643

Facit Inc.
235 Main Dunstable Rd.
Nashua, NH 03061
603/883-4157

Naomi Gale Wallsystems
305 E. 63rd St.
New York, NY 10001
212/421-2118

Garrett Tubular Products Inc.
802 King St.
Garrett, IN 46738
219/357-4161

The Gunlocke Co.
One Gunlocke Dr.
Wayland, NY 14572
716/728-5111

Karl Gutmann Inc.
605 Education Rd., P.O. Box 1569
Cornwall, Ontario K6H 5U6
613/932-0108

Haller Systems Inc.
17741 Cowan Ave.
Irvine, CA 92714
714/540-9982

Hardwood House
569 Lyell Ave.
Rochester, NY 14606
716/254-0600

Harmon, Div. of Coastcraft
1933 Dock St., P.O. Box 1464
Tacoma, WA 98401
206/383-5367

Harter Corp.
Prairie Ave.
Sturgis, MI 49091
616/651-3201

Haskell
231 Haskell Ln.
Verona, PA 15147
412/828-6000

Hauserman Inc.
5711 Grant Ave.
Cleveland, OH 44105
216/883-1400

Haworth Inc.
One Haworth Center
Holland, MI 49423
616/392-5961

Herman Miller Inc.
Zeeland, MI 49464
616/772-3300

HON Co.
200 Oak St.
Muscatine, IA 52761
319/264-7100

Howe Furniture Corp.
155 E. 56th St.
New York, NY 10022
212/826-0280

HSP Computer Furniture
P.O. Box 5545
Birmingham, AL 35207
205/251-0500

Hunt Mfg. Co./Lit-Ning Product Div.
1405 Locust St.
Philadelphia, PA 19102
215/732-7700

IBM
P.O. Box 10
Princeton, NJ 08540
609/452-0427

INMAC
2465 Augustine Dr.
Santa Clara, CA 95051
408/727-1970

Inner Concepts Inc.
712 Broadway, 2nd Fl.
Kansas City, MO 64105
816/842-0717

Inotec Systems Inc.
P.O.Box 330
Oakmont, PA 15139
412/828-9270

Integral Biomedical Engineering Inc.
601 University Ave., Ste. 261
Sacramento, CA 95825
916/920-1377

Inwood Office Furniture
1108 E. 15th, P.O. Box 646
Jasper, IN 47546
812/482-6121

James Metal Products Co.
2929 N. Oakley Ave.
Chicago, IL 60618
312/472-2611

JG Furniture Systems,
121 Park Ave.
Quakertown, PA 18951
215/536-7343

Kimball Office Furniture Co.
1600 Royal St.
Jasper, IN 47546
812/482-1600

Kinetics
110 Carrier Dr.
Rexdale, Ontario M9W 5R1
416/675-4300

Knoll Intl.
655 Madison Ave.
New York, NY 10021
212/207-2200

Krueger
1330 Bellevue St., P.O. Box 8100
Green Bay, WI 54308
414/468-8100

Kwik-File Inc.
700 Colorado Ave. S
Golden Valley, MN 55416
612/546-1980

LaMica Corp.
Rt. 59
Hillburn, NY 10931
914/368-1200

Laminates Unlimited
2720 Sisson St.
Baltimore, MD 21211
301/889-5553

Lehigh-Leopold
2825 Mt. Pleasant St.
Burlington, IA 52601
319/753-2271

Litton Business Furniture
640 Whiteford Rd., P.O. Box M-26
York, PA 17405-7026
717/854-1559

Harry Lunstead Designs Inc.
8655 S. 208th
Kent, WA 98031
206/872-8835

Luxor Corp.
2245 Delany Rd.
Waukegan, IL 60085
312/244-1800

Marvel Metal Products Co.
3843 W. 43rd St.
Chicago, IL 60632
312/621-8846

Meridian Inc.
6830 Grand Haven Rd.
Spring Lake, MI 49456
616/842-1852

Modern Plastics
152 Horton St.
Wilkes Barre, PA 18702
717/822-1124

Monarch Computer Products
div. of Dennison Monarch Systems Inc.
Mac Arthur Ave.
New Windsor, NY 12550
914/562-3100

Mueller Furniture Corp.
P.O. Box 2624
Grand Rapids, MI 49501
616/451-2738

Office Specialty
67 Toll Rd.
Holland Landing, Ontario
416/895-2321

Optimum Management Inc.
1370 Sargent Ave.
Winnipeg, Manitoba R3E OG8
204/772-0333

Packard Inds. Inc.
1515 US 31 N
Niles, MI 49120
800/253-0866

Paragon Furniture Corp.
P.O. Box 144
Huntingburg, IN 47542
812/683-4460

Panel Concepts Inc.
3001 S. Yale St.
Santa Ana, CA 92704
714/979-3680

Pleion Corp.
1402 E. Chestnut Ave.
Santa Ana, CA 92701
714/835-9101

Polychromic Designs
P.O. Box 354
Bellmore, NY 11710
516/957-3399

Precision Mfg. Inc.
2200 52nd Ave. (Lachine)
Montreal, Quebec H8T 2Y6
514/631-2120

Harvey Probber Inc.
315 E. 62nd St.
New York, NY 10021
212/838-8040

Ram Partitions
Div. of Indal Ltd.
125 Oakdale Rd.
Downsview, Ontario M3N 1W2
416/745-2244

Ragine Corp.
14 Felton St.
Waltham, MA 02154
617/899-1600

Ring King Visibles Inc.
2210 Second Ave.
Muscatine, IA 52761
319/263-8144

Risom/Marble Corp.
47 Clapboard Hill Rd.
Guilford, CT 06437
203/453-3823

Rose Johnson Inc.
1111 Godfrey Ave. SW
Grand Rapids, MI 49503
616/245-2103

Rosemount Office Systems Inc.
Airlake Industrial Park
Lakeville, MN 55044
612/469-4416

Royal Seating Corp.
1110 Industrial Blvd., P.O. Box 753
Cameron, TX 76520
817/697-6421

Samsonite Furniture Division
11200 E. 45th Ave.
Denver, CO 80239
303/372-2000

Shaw-Walker
P.O. Box 209, 920 W. Western
Muskegon, MI 49443
616/722-7211

Source Intl. Corp.
1 Polito Dr.
Shrewsbury, MA 01612
617/791-2222

Spec'Built Corp.
105 Amor Ave.
Carlstadt, NJ 07072
201/438-1864

Steelcase Inc.
P.O. Box 1967
Grand Rapids, MI 49501
616/247-2710

Storwal Intl. Inc.
One Yonge St., Ste. 1501
Toronto, Ontario M5E 1E5
416/862-1322

Structural Concepts Corp.
17237 Van Wagoner Rd.
Spring Lake, MI 49456
616/846-3300

Sunar
730 Fifth Ave.
New York, NY 10019
212/246-5200

Superior Steel Desk Mfg.
11415 168th St.
Edmonton, Alberta
403/452-7830

Tab Products Co.
2690 Hanover
Palo Alto, CA
415/493-5790

Texwood Furniture Corp.
3508 E. 1st
Austin, TX 78702
512/385-3323

Thrasher's CBF Inc.
1007 E. Pratt St.
Baltimore, MD 21202
301/732-8606

Tiffany Stand & Furniture Co.
9666 Olive Blvd.
St. Louis, MO 63132
314/991-1700

Tuohy Furniture Corp.
42 St. Albans Pl.
Chatfield, MN 55923
507/867-4280

Universal Building Systems Inc.
345 Phelan Ave.
San Jose, CA 95112
408/998-2477

Virco Mfg. Corp.
1331 W. Torrance Blvd.
Torrance, CA 90501
213/532-3570

Vogel-Peterson
Rt., 83 & Madison St.
Elmhurst, IL 60126
312/279-7123

Watson Furniture Systems
12715 Miller Rd. NE
Bainbridge Island, WA 98110
206/842-6601

Wesco Mfg. Inc.
P.O. Box 1266, S. Orchard Rd.
Aurora, IL 60507
312/897-8458

Westinghouse Furniture Systems
4300 36th St. SE, Box 8829
Grand Rapids, MI 49508
616/949-1050

Wright Line
135 Gold Star Blvd.
Worchester, MA 01606
617/852-4300

1983 COMPUTER SUPPORT FURNITURE

Company Name	Freestanding/system	Panel Hung/components	Articulated Platform & Keyboard: e=electric	m=mechanical	p=pneumatic	Platform, Workstation: Vertical adjustment range (inches) m=motorized	Modesty Panels	CRT/VDT Stand: swivel (degrees)	tilt (degrees)	Forward/backward Adjustment (inches)	Keyboard Surface: Forward/backward adjustment (inches)	Component material: wood/metal=w/m laminate=l metal=m plastic=p wood=w other=o	Workstations: ganged	angled (degrees)	height (inches)	can raise/lower
Acco Intl. Inc.	✓			✓		26 to 33"	✓	350°	15°		3-4"	w/m, l,m	✓	45, 90°	26-33"	✓
Acoustical Screens Corp.	✓	✓		✓		26 to 30"	✓	350°			10"	w/m,w,l,m,p	✓	90-180°	29" 30"	✓
Adden Furniture Inc.	✓						✓					w			26"	
All-Steel Inc.	✓	✓		✓			✓					l,m	✓	45°	26, 29"	
Alma Desk Co.	✓	✓					✓				6½"	w	✓	15"	29"	✓
American Seating Co.	✓	✓		✓		varies	✓	180°	20°	varies	varies	w,l,m	✓	varies	varies	✓
Amstore Corp.		✓		✓							11"	o	✓	45°	26, 30"	✓
Artec	✓		✓	✓		26 to 32"	✓	359°		4"	4"	w,l	✓	up to 135°	26, 29"	✓
Aspects Inc.	✓	✓		✓		23 to 29"	✓	360°				l	✓	90, 120, 180°	26-29"	✓
Atelier Intl.	✓			✓			✓	360°	10°		4½"	w,l	✓	90, 120°	28.7"	
Bevis Custom Tables Inc.	✓			✓		21 to 30"	✓					w,l	✓		26"	✓
BIOTEC Systems	✓			✓		25 to 32"	✓	360°	±12°	9"		l	✓	90, 120°	29½"	✓
Boling Co,. The	✓						✓					w			27"	
John Boos & Co.	✓											w			27"	
Borroughs Lsi	✓		✓	✓	✓	24 to 35",m	✓	360°	5°			l,m	✓	60-90°	29"	✓
Bretford Mfg.	✓			✓		26 to 29"	✓	70°				w/m	✓	30°	27"	✓
Cardinal Corp. of Stanley, WI	✓			✓		26 to 38"	✓	360°				l	✓		29"	✓
Cole Business Furniture	✓	✓	✓	✓		29¼ to 39¼",m	✓	358°	±10°			l,m	✓	10°	26⅞, 36⅞	✓
CompuAge Furniture Corp.	✓	✓		✓		26¼ to 27¼"	✓					w/m	✓	90°, 120°	26½"	
Computer Accessory Corp.	✓						✓					w/m,w,l,p	✓	90°	26½"	
Computer Roomers Inc.	✓				✓	25½ to 30",m	✓			15"	15"	w,l,p	✓		26½, 30"	✓
Conwed Corp.	✓						✓	270°	±15°			w	✓	120°	27"	✓
Cordes Group Inc., The	✓		✓			m	✓	360°	−5 to +17°		18"	w	✓	60, 90°	26¾, 29"	
Cramer Inc.	✓			✓		19 to 28¾"	✓		15°		7½"	w/m			26-41" 29"	

DIRECTORY

	Power Mgmt.				Work surfaces (inches)			Printout	Security Cabinets		Tape/Floppy Disc storage	Footrest		Drawer, Storage Pedestals	Task Lighting			Copy holders	Base legs	
	Raceways	surface level, power	floor level power	ceiling level power	side extension	return capability	total dimension	(readout, modular basket)	part of system	optional	i=integral to system fs=freestanding	built in	optional	f=fixed m=mobile	attachable	integral	freestanding		cantilevered	other
	✓	✓	✓		17 to 24"	17 to 24"	26x33½" to 26x48"	✓		✓	fs			m					✓	
	✓	✓	✓			24 to 84"	24x24" to 30x84"	✓		✓				f,m	✓				✓	✓
							30x48" to 30x60"	✓		✓	fs			f						
	✓	✓	✓	✓			42x24" to 72x30"	✓	✓	✓				f,m	✓			✓	✓	✓
	✓	✓	✓		30 to 90"	24 to 60"	18x24" to 120x30"	✓					✓	f,m	✓	✓				✓
	✓	✓	✓		varies			✓		✓	i			f	✓				✓	✓
	✓		✓		0 to 11"		24x18" to 72x30"	✓	✓						✓					
	✓		✓	✓	42 to 74"	40 to 76"	20x60" to 32x120"	✓						f	✓					✓
	✓		✓		18 to 72"	18 to 72"	24 x 18" to 72x30"	✓		✓	i,fs			f,m	✓				✓	✓
					28 to 48"	28 to 48"	30 x 30" to 30x60"	✓	✓		i			f,m	✓					✓
						30 to 36"	20x24" to 30x60"	✓						f					✓	✓
	✓	✓	✓		24 to 72"	24 to 72"	30x30" to o 72x34"	✓		✓	i,fs		✓	f,m	✓			✓		✓
							24x30" to 30x42"													
							48x24" to 60x24"	✓			fs									✓
	✓				15 to 60"	15 to 60"	30x32" to 30x60"	✓		✓	fs		✓	m	✓			✓	✓	
		✓					24x24" to 30x60"	✓		✓	fs			f				✓	✓	
	✓	✓					24x24" to 48x144"	✓	✓	✓	i,fs	✓	✓	f,m		✓			✓	✓
	✓	✓	✓			24 to 60"	24x24" to 30x60"	✓	✓		fs	✓		f,m		✓			✓	✓
		✓			24 to 30"		30x24" to 60x30"	✓		✓	i		✓	f,m				✓	✓	
						30"	24x24" to 30x60"	✓		✓									✓	✓
	✓	✓	✓	✓	30"d to12"w	24 to 60"	24x72"	✓	✓	✓	i,fs	✓	✓	f,m	✓					✓
	✓		✓	✓	21 to 33"	48 to 72"	30x21" to 72x33"		✓					m	✓					panel
	✓	✓			12 to 24"	12 to 24"	21 to 36" to 29x60"	✓			i,fs			f,m	✓					✓
						30x20" to 40x20"	20x30" to 96x42"	✓											✓	

1983 COMPUTER SUPPORT FURNITURE

Company Name	Freestanding/system	Panel Hung/components	Articulated Platform & Keyboard: e=electric	Articulated Platform & Keyboard: m=mechanical	Articulated Platform & Keyboard: p=pneumatic	Platform, Workstation: Vertical adjustment range (inches) m=motorized	Modesty Panels	CRT/VDT Stand: swivel (degrees)	CRT/VDT Stand: tilt (degrees)	CRT/VDT Stand: Forward/backward Adjustment (inches)	Keyboard Surface: Forward/backward adjustment (inches)	Component material: wood/metal=w/m laminate=l metal=m plastic=p wood=w other=o	Workstations: ganged	Workstations: angled (degrees)	Workstations: height (inches)	Workstations: can raise/lower
Croydon Furniture Systems	✓	✓		✓			✓	180°	15°		6"	l	✓	45, 60, 90°	29"	✓
Dansanna Mfg. Ltd.	✓			✓		26 to 29"	✓	±14°	±14°	4"	4"	w/m			29"	✓
Danwood Design		✓		✓		6"	✓	±10°			12"	w/m,l	✓		29, ±3"	✓
Dar/Ran Furniture Ind. Inc.	✓			✓			✓			9"		w	✓	90, 120°	26-29"	✓
Data-MATE, The Maine Mfg. Co.	✓		✓			6 to 10",m	✓	360°	10°			m	✓	30-90°	27, 30"	
Datum Filing Systems Inc.	✓		✓			25 to 34"	✓	359°	10°	3"	3"	w/m		30-120°	26"	
Decar Corp.	✓			✓		25 to 29"	✓					l,m			27, 29"	
Delco Associates Inc.	✓			✓			✓	±15°	4"			l,m	✓			✓
Denberg Inds. Inc.	✓						✓					l,w	✓		27"	
Dennison National (Mega)	✓			✓		26¼ to 35¾"	✓		5-10°		6"	w/m	✓	120°	26-29"	
Desience Corp.	✓					26½ to 30"	✓					l,m	✓	45, 90°	26½-30"	✓
Domore Corp.		✓		✓				355°	0-7°	2-3"		l	✓	0-90°	varies	✓
Dynamic Custom Equip. Ltd.	✓			✓		25 to 32"	✓	360°	+15, −12°	4"	3"	w/m	✓	varies	26½, 29½"	✓
Eagle Computer Furniture Syst.	✓			✓		26 to 30"	✓				4"	m	✓	90, 120°	29"	
Eck-Adams Corp.	✓											w/m			26"	
Embassy Products Inc.	✓						✓					w			27"	
Eppinger Furniture, div. R.E.E. Inc.	✓			✓	✓	26 to 29"	✓	360°	11°	4"	18"	w	✓	0-90°	29"	✓
Executive Furniture	✓			✓		25½ to 37½"	✓					w,m,p	✓	90°	25½"	
Executive Office Concepts	✓	✓	✓	✓		26 to 32",m	✓	360°		10"		w	✓		27, 29"	✓
Facit Inc.	✓			✓	✓	24 to 32"	✓	360°	15°	6"	6"	w/m,l	✓	45-90°	varies	✓
Naomi Gale Wallsystems	✓	✓	✓	✓	✓	m	✓	to spec	to spec	to spec		w/m,w,l,o	✓	varies	varies	✓
Garrett Tubular Products	✓			✓		25 to 29"	✓					m	✓	60-90°	29"	
Gunlocke Co, The		✓		✓	✓	25 to 30"	✓		250°		6"	w/m	✓	45-135°	24-30"	✓
Karl Gutmann Inc.	✓		✓	✓	✓	25 to 31"	✓	360°		6"	6"	w/m	✓	30-90°	27, 29½"	
HSP Computer Furniture	✓			✓				350°	12°	12"	12"	l	✓	20-30°	25⅝"	

DIRECTORY

	Power Mgmt.				Work surfaces (inches)			Printout	Security Cabinets		Tape/Floppy Disc storage	Footrest		Drawer, Storage Pedestals	Task Lighting			Copy holders	Base legs	
	Raceways	surface level, power	floor level power	ceiling level power	side extension	return capability	total dimension	(readout, modular basket)	part of system	optional	i= integral to system fs= freestanding	built in	optional	f=fixed m=mobile	attachable	integral	freestanding		cantilevered	other
		✓				30 to 48"	30x30"			✓					✓				✓	
								✓					✓	f,m						
	✓		✓	✓	20 to 36"	24 to 72"	20x24" to 36x72"	✓	✓	✓	i,fs		✓	f,m	✓					✓
	✓	✓				34 to 72"	36x24" to 72x36"	✓	✓	✓	fs	✓		f,m					✓	
		✓	✓		2 to 5"	2 to 5"	24x30" to 30x60"	✓	✓					f				✓	✓	
					16"		24x30" to 30x60"	✓		✓			✓	f,m					✓	
					varies	varies	varies				fs			f						
	✓				18 to 48"	18 to 48"	29x48" to 29x60"	✓	✓		i			f						panel
	✓					24 to 60"	24x30" to 60x30"	✓	✓	✓	i,fs		✓	f,m	✓			✓	✓	
	✓	✓	✓	✓	8 to 16"	20 to 36"	48x48" to 60x60"	✓						f						✓
	✓		✓	✓	16 to 64"	46 to 46"	30x20" to 75x30"		✓					f	✓	✓	✓	✓	✓	✓
					25 to 32"	22"w to 38" l	24x24" to 30x72"	✓			i			f,m					✓	
	✓						24x30" to 30x60"	✓		✓	i			f,m					✓	
							30x36" to 30 to 48"													✓
		✓					24x30" to 24x60"				i									✓
	✓	✓	✓	✓	24 to 60"	24 to 60"	24x24" to 48x120"	✓			i		✓	f,m	✓	✓	✓		✓	✓
			✓			36 to 60"	24x36" to 30x72"	✓			fs	✓		f,m					✓	
	✓	✓	✓	✓	36 to 60"	36 to 60"	24 x 30" to 24 to 60"	✓	✓	✓	i,fs			f,m	✓	✓				✓
	✓				13 to 15"	30 to 63"	31 x 31" to 32x60"	✓			i			f,m	✓			✓	✓	✓
	✓	✓	✓	✓	to spec	to spec	to spec	✓		✓	to spec			to spec	✓	✓	✓	✓	✓	✓
		✓			26 to 29"		30x36" to 30x60"	✓		✓				f						✓
	✓		✓	✓	20 to 42"	42 to 72"	20x36" to 36x108"	✓	✓	✓				f,m	✓					
		✓			17½"	30 to 60"	24x30" to 60x30"	✓	✓	✓	fs		✓	f,m					✓	
		✓			12"		21½x31½"	✓	✓		i	✓		f				✓		✓

1983 COMPUTER SUPPORT FURNITURE

Company Name	Freestanding/system	Panel Hung/components	Articulated Platform & Keyboard: e=electric	Articulated Platform & Keyboard: m=mechanical	Articulated Platform & Keyboard: p=pneumatic	Platform, Workstation: Vertical adjustment range (inches) m=motorized	Modesty Panels	CRT/VDT Stand: swivel (degrees)	CRT/VDT Stand: tilt (degrees)	CRT/VDT Stand: Forward/backward Adjustment (inches)	Keyboard Surface: Forward/backward adjustment (inches)	Component material: wood/metal=w/m laminate=l metal=m plastic=p wood=w other=o	Workstations: ganged	Workstations: angled (degrees)	Workstations: height (inches)	Workstations: can raise/lower
Haller Systems Inc.	✓			✓		27 to 29"	✓	360°	30°	12"	varies	l,m	✓		29"	✓
Hardwood House	✓			✓							17"	w			29"	
Harmon, Div. of Coastcraft	✓	✓		✓		24 to 36"		360°			18"	w,l,p	✓		varies	✓
Harter Corp.	✓			✓		26 to 34"	✓				6"	l,m	✓	360°	29"	
Haskell	✓			✓		25 to 31"	✓		+5-−15°		6"	metal w/ structural foam interiors	✓	60, 45, 90°	26, 29"	
Hauserman Inc.	✓	✓		✓		26½ to 29½"	✓		+5-+10°	3½"	8½"	l	✓	45-120°	29½"	✓
Haworth Inc.	✓	✓		✓		23 to 29"	✓	355°			16"	l,m,p	✓	90, 120°	varies	✓
Herman Miller Inc.	✓	✓		✓		25 to 30"		349°	±10°		5"	w,l	✓	90-270°	25-30"	✓
HON Co.	✓	✓		✓		29½ to 30½"	✓	180°	15°	2"	1½"	l,m	✓	varies	29½"	
Howe Furniture Corp.	✓			✓		27½ to 36½"	✓		15°	4¼"	4¼"	l	✓	90, 120°	26½, 28¾"	
Hunt Mfg. Co./ Lit-Ning Product Div.	✓			✓		26½ to 29"	✓				2"	l,m,p	✓	90, 120°	26½, 29"	✓
IBM	✓			✓		32 to 36"	✓	360°	−5 to +25°		6"	w/m	✓	45, 90°	26½, 30½"	✓
INMAC	✓						✓	360°	±5°			w/m			26½"	
Inner Concepts Inc.	✓						✓					w,l	✓		26½, 28"	
Inotec Systems Inc.	✓		✓	✓		m	✓		−5 to −15°		5/2"	w,l,m	✓	0-120°	varies	✓
Integral Biomedical Engr.	✓							270°				w			26"	
Inwood Office Furniture	✓			✓		19 to 29"	✓				10"	w			26½, 30"	
JG Furniture Systems, div. of Burlington Inds.	✓	✓	✓	✓		24 to 32",m	✓	357°			6"	w/m,w,l	✓	120-135°	26, 30"	✓
James Metal Products	✓			✓		24½ to 29½"	✓	200°	±30°	7"	3"	l,m	✓	120°	26½"	✓
Kimball Office Furniture	✓		✓	✓		28¾ to 34¾",m	✓	60°		4"	4"	w	✓	60, 90°	26, 29"	
Kinetics	✓			✓		5 to 10",m	✓	340°	15°	10"	7"	w/m,p	✓	90-270°	29½"	✓
Knoll Intl.	✓	✓		✓	✓	26 to 31"	✓	360°	25°		4"	w/m, l	✓	135°	28¾, 26⅜"	✓
Krueger	✓			✓		23 to 30"		360°	15°	8"	6"	w/m	✓	45°	23-30"	✓
Kwik-File Inc.	✓					22 to 36"						m			22-36"	✓
Lamica Corp.	✓						✓					l	✓	90°	26-30"	✓

DIRECTORY

	Power Mgmt.				Work surfaces (inches)			Printout	Security Cabinets		Tape/Floppy Disc storage	Footrest		Drawer, Storage Pedestals	Task Lighting			Copy holders	Base legs	
	Raceways	surface level, power	floor level power	ceiling level power	side extension	return capability	total dimension	(readout, modular basket)	part of system	optional	i=integral to system fs=freestanding	built in	optional	f=fixed m=mobile	attachable	integral	freestanding		cantilevered	other
		✓			20" to room size	30"	30x30" to 40 to 80"	✓		✓	i		✓	m	✓			✓		✓
						30 to 60"	36x24" to 72x24"							f,m						
	✓				30 to 60"	30 to 60"	18x36" to 36x96"	✓		✓	fs		✓	f,m	✓					✓
	✓	✓	✓		16 to 72"	30 to 72"	20x30" to 30x72"	✓		✓	i			f,m	✓					✓
					24 to 30"		24x30" to 60x30"	✓			fs		✓	f,m					✓	
	✓	✓			46 to 62"	46 to 62"	30x30" to 62x30"	✓	✓		i			f,m	✓				✓	
	✓		✓	✓	0 to 14"		24x36" to 30x60"	✓	✓					f,m	✓		✓		✓	panel
	✓	✓	✓				24x24" to 72x48"	✓	✓		i			f,m	✓				✓	
			✓			66"	60x30" to 66x30"	✓						f,m	✓				✓	
	✓						26x28½" to 30x72"	✓						f,m	✓					✓
	✓						36x30" to 72x30"			✓	fs			m				✓	✓	
		✓			26 to 32"		21½ to 47¼ 31½ to 55"	✓						f,m					✓	
	✓	✓			15"w, 30"d		30x48x26½"	✓						f					✓	
						32 to 42"	30x36" to 36 to 72"			✓				f,m	✓					✓
	✓		✓		15"	varies	24x30" to 60x30"	✓		✓	fs	sep. but stnd.		f,m					✓	
		✓	✓	✓	0 to 15"		26x48"							f						✓
			✓				36x24" to 48x36"	✓				✓		f						pedestals
	✓		✓			36 to 72"	24x28" to 30x72"													
	✓					30 to 60"	24x30" to 30x60"	✓		✓	fs			f,m				✓	✓	
		✓	✓			24x36" to 30x60"	24 x 36" to 30x60"		✓		i			f	✓	✓				✓
		✓			36 to 78"	42 to 72"	30x60" to 30x78"	✓		✓			✓	m	✓					✓
	✓	✓	✓	✓	30 to 64"	30 to 64"	16⅜x23⅜" to 84x29"	✓		✓	i			f,m	✓	✓	✓			✓
	✓	✓			14x21¼" to 23½x33"		27½x33"to 62¼x33"	✓			i			f,m				✓	✓	
							30x30"				fs				✓					✓
	✓	✓	✓		30 to 36"	30 to 36"	26x30" to 36x36"	✓		✓	fs		✓	m						✓

1983 COMPUTER SUPPORT FURNITURE

Company Name	Freestanding/system	Panel Hung/components	Articulated Platform & Keyboard: e=electric	Articulated Platform & Keyboard: m=mechanical	Articulated Platform & Keyboard: p=pneumatic	Platform, Workstation: Vertical adjustment range (inches) m=motorized	Modesty Panels	CRT/VDT Stand: swivel (degrees)	CRT/VDT Stand: tilt (degrees)	CRT/VDT Stand: Forward/backward Adjustment (inches)	Keyboard Surface: Forward/backward adjustment (inches)	Component material: wood/metal=w/m laminate=l metal=m plastic=p wood=w other=o	Workstations: ganged	Workstations: angled (degrees)	Workstations: height (inches)	Workstations: can raise/lower
Laminates Unlimited	✓			✓			✓	360°	0 to 15°			l	✓	90°	26, 29"	
Lehigh-Leopold	✓	✓	✓	✓		26 to 37",m	✓	358°	20°			w/m	✓	0-360°	29"	✓
Litton Business Furniture	✓	✓	✓	✓		29¼ to 39¼",m	✓	358°	±10°			l,m	✓	10°	26, 29"	✓
Harry Lunstead Designs	✓	✓		✓		26¾ to 29"	✓	360°			8"	w	✓	360°	26¾, 29"	✓
Luxor Corp.	✓						✓					w/m	✓		27"	
Marvel Metal Products	✓					0 to 5½"	✓	360°	0-12°	5½"	2½"	l,m	✓	90, 120°	27, 29"	
Meridian	✓					26 to 29"	✓					m	✓	0-120°	29"	
Modern Plastics	✓	✓	✓	✓	✓	to spec	✓	✓	✓	✓	to spec	l,p,o				
Monarch Computer Products, div. of Dennison Monarch Systems Inc.	✓			✓		25 to 34"	✓		20°		6"	w/m	✓		26½, 29½"	
Mueller Furniture Corp.	✓		✓			28 to 30"	✓				6"	w				
Office Specialty	✓						✓					w/m			26½, 29"	
Optimum Mgmt. Inc.	✓	✓				23 to 32",m	✓	360°	±15°	8"	12"	w/m	✓	varies	30"	
Packard Inds. Inc.		✓		✓			✓				10"	l,m	✓	0-360°	10-80"	✓
Panel Concepts Inc.		✓		✓			✓	355°			8"	l,m	✓	90°	29"	
Paragon Furniture Corp.	✓			✓			✓			12"		w			27"	
Pleion Corp.	✓			✓			✓	360°			12"	l,m	✓	90, 120°	27, 29"	
Polychromic Designs	✓												✓	180°		
Precision Mfg. Inc.	✓			✓		24 to 29"	✓	360°	15°	5"		w/m	✓	360°	25-29"	✓
Harvey Probber Inc.	✓			✓		26 to 29"	✓	270°			12"	w/m,l	✓		26, 29"	✓
Ram Partitions	✓	✓				1" intervals	✓					l			29"	✓
Rangine Corp.	✓			✓		5 to 46"	✓		15°			w/m,l			46"	✓
Ring King Visibles Inc.	✓			✓			✓					w/m	✓	30°	26½"	
Risom/Marble Corp.	✓			✓		26 to 29"	✓				8"	w			29"	✓
Rose Johnson Inc.		✓				26½ to 29½"						w,l,p	✓		26½, 28½, 29½"	✓

DIRECTORY

	Power Mgmt.				Work surfaces (inches)			Printout	Security Cabinets		Tape/Floppy Disc storage	Footrest		Drawer, Storage Pedestals	Task Lighting			Copy holders	Base legs	
	Raceways	surface level, power	floor level power	ceiling level power	side extension	return capability	total dimension	(readout, modular basket)	part of system	optional	i=integral to system fs=freestanding	built in	optional	f=fixed m=mobile	attachable	integral	freestanding		cantilevered	other
						30x60"	24x30" to 24x60"	✓						f,m	✓					panel
	✓	✓	✓	✓	24 to 108"	24 to 108"	18x24" to 30x108"	✓		✓	i,fs			f,m	✓	✓			✓	✓
	✓	✓	✓	✓		24 to 120"	18x24" to 30x72"	✓	✓		fs	✓			✓	✓			✓	✓
	✓	✓	✓		21 to 96"	21 to 96"	21x30" to 36x96"		✓	✓	fs			f,m	✓	✓				✓
		✓				30"	18x24" to 30x60"	✓		✓	fs								✓	
			✓			40x24"	30x24" to 72x30"	✓		✓	i,fs									
		✓	✓				30x31" to 60x60x24"	✓	✓	✓	fs		✓	f,m						✓
					to spec	to spec	to spec	✓	✓	✓	to spec	✓	✓	f,m	✓	✓	✓	✓	✓	✓
					12"		24x30" to 60x30"	✓		✓	i,fs	✓		f ✓				✓		✓
		✓			varies	varies	23x40"		✓					f						✓
	✓	✓				45x30" 30x24"	30x24" to 60x30"	✓			fs			f,m					✓	
	✓	✓		✓	12 to 30"	18 to 36"	24x24" to 30x72"	✓		✓	i,fs		✓	f,m	✓				✓	
	✓	✓	✓	✓	24 to 60"	24 to 60"	20x24" to 30x72"		✓		i			f,m	✓				✓	
	✓	✓	✓	✓	36 to 72"	36 to 72"	20x36" to 30x72"	✓		✓				f	✓					✓
			✓		18"		24x48"	✓			i			f						levelers
	✓		✓			36 to 48"	42x20" to 72x36"	✓		✓				f,m			✓			
	✓	✓	✓	✓	14 to 28"	30 to 70"	26x28" to 36x70"	✓	✓		i			m	✓					✓
	✓	✓			40 to 60"	40 to 60"	48x30" to 72x24"	✓		✓				f,m	✓	✓				✓
							24x20" to 72x30"	✓						f,m	✓				✓	✓
			✓			31 to 60"	12x24" to 30x33"	✓			i,fs			m	✓			✓		✓
						30 to 48"	30x24" to 60x30"	✓		✓	i,fs			m				✓	✓	
		✓	✓			46 to 60"	20x46" to 30x45"	✓	✓		fs			f						✓
	✓		✓			36 to 60"	24x36" to 30x72"							f,m	✓				✓	✓

1983 COMPUTER SUPPORT FURNITURE

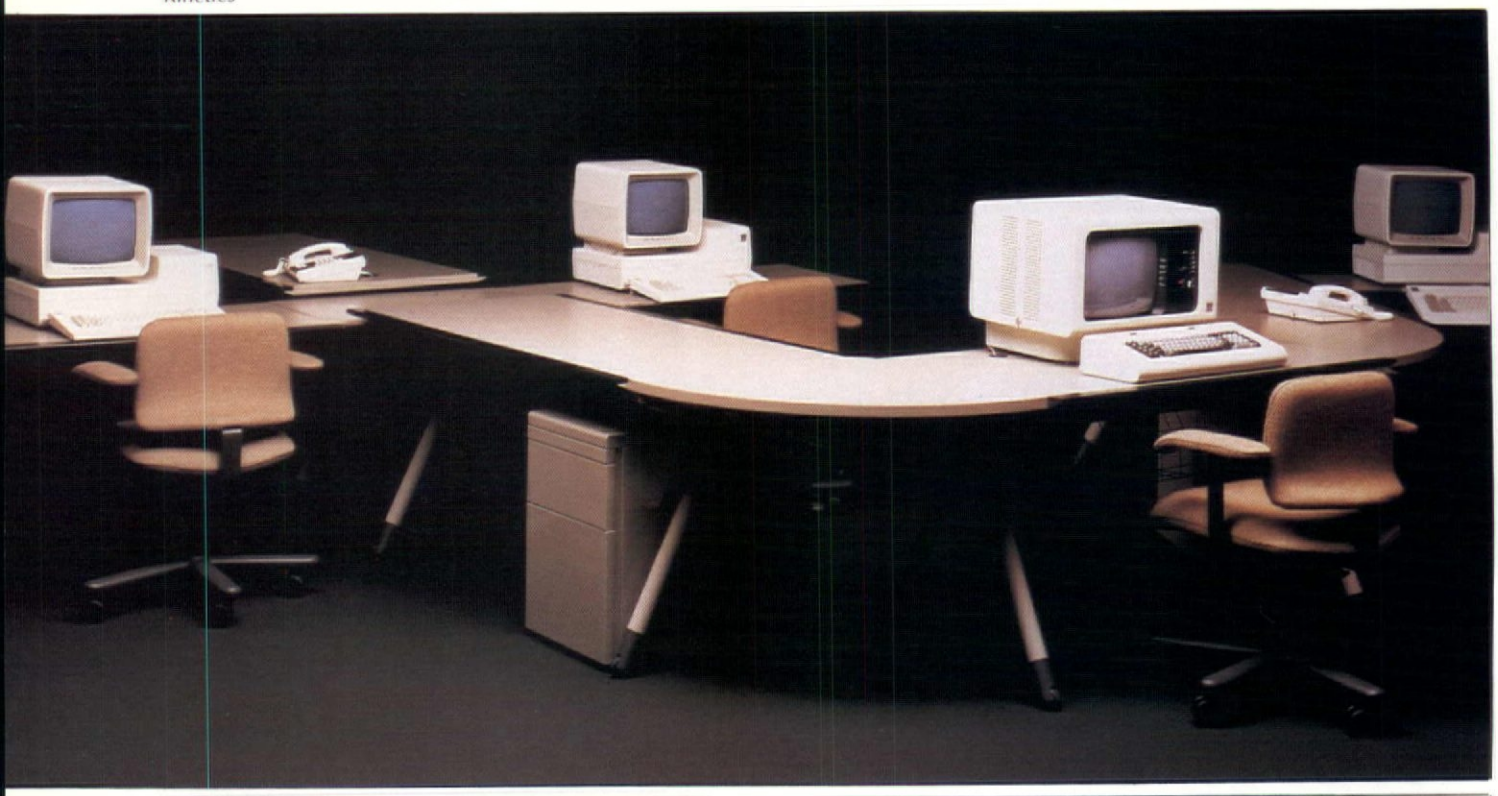
Company Name	Freestanding/system	Panel Hung/components	Articulated Platform & Keyboard: e=electric	Articulated Platform & Keyboard: m=mechanical	Articulated Platform & Keyboard: p=pneumatic	Platform, Workstation: Vertical adjustment range (inches) m=motorized	Modesty Panels	CRT/VDT Stand: swivel (degrees)	CRT/VDT Stand: tilt (degrees)	CRT/VDT Stand: Forward/backward Adjustment (inches)	Keyboard Surface: Forward/backward adjustment (inches)	Component material: wood/metal=w/m laminate=l metal=m plastic=p wood=w other=o	Workstations: ganged	Workstations: angled (degrees)	Workstations: height (inches)	Workstations: can raise/lower
Rosemount Office Systems		✓		✓		4 to 60"	✓	358°				l	✓	90-270°	varies	✓
Royal Seating Corp.	✓			✓		6 to 10"	✓					w/m	✓		27"	
Samsonite Furniture Div.	✓					28½ to 26½"	✓	180°				l		90-120°	28½"	
Shaw-Walker	✓	✓		✓		26 to 29"	✓	359°	15°	4"		w/m,w,p	✓	22½-45°	28"	
Source Intl. Corp.	✓		✓	✓		25 to 34", m	✓	360°	±15°	6"	6"	w/m	✓	45, 90°	25-34"	✓
Spec'built Corp.	✓	✓	✓	✓	✓	to spec	✓	to spec	to spec	to spec	to spec	w/m,w,l	✓	to spec	to spec	✓
Steelcase Inc.	✓	✓		✓		22⅜ to 32¾"	✓	7°			7½"	m	✓	90, 120, 135°	26¼, 29¾	✓
Storwal Intl. Inc.	✓						✓	355°			0 to 9"	l,m	✓	90, 120°	26, 29"	
Structural Concepts Corp.	✓	✓	✓	✓		25 to 32",m	✓	360°	14-16°	8"		w/m	✓	14°	varies	✓
Sunar	✓	✓		✓		26 to 30"	✓		15°			w/m,l			29"	✓
Superior Steel Desk Mfg.	✓			✓		26 to 29"	✓	340°				w/m,l,m	✓	90, 120°	26, 29"	✓
Tab Products Co.	✓			✓		25 to 39"	✓	360°	7½, 10°	4"	6"	w/m	✓	90-120°	25-39"	✓
Texwood Furniture Corp.	✓						✓	180°				w	✓	45°	26½"	
Thrashers CBF Inc.	✓						✓					l	✓	90-120°	29"	
Tiffany Stand & Furniture Co.	✓			✓		25½ to 27½"	✓	360°	±5°		8"	l,m	✓	90, 120°	26½, 29, 38"	
Tuohy Furniture Corp.	✓		✓	✓		25 to 31",m	✓		10°			w	✓			
Universal Building Systems	✓	✓		✓		1 to 5"	✓	180°		3"		w	✓	45°	29"	✓
Virco Mfg. Corp.	✓						✓					l,m	✓		26½, 30"	
Vogel-Peterson	✓			✓		26 to 32"	✓				6"	l,m			26"	✓
Watson Furniture Systems	✓			✓		24 to 42"	✓		±10°	5"	5"	w/m	✓	90, 120, 180°	29"	✓
Wesco Mfg. Inc.	✓						✓	360°				m	✓		26, 29"	
Westinghouse Furniture Systems	✓	✓		✓		25 to 32"	✓	350°	15°	4"	4"	w/m,l	✓	90, 120 180°	26, 30"	✓
Wright Line Inc.	✓			✓		25.6 to 34.6"	✓		+5, −7°		6"	l,m	✓	45, 90°	25.8, 31.7"	✓

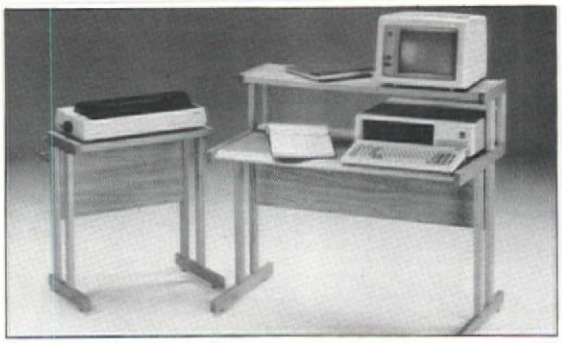
DIRECTORY

	Power Mgmt.				Work surfaces (inches)			Printout	Security Cabinets		Tape/Floppy Disc storage	Footrest		Drawer, Storage Pedestals	Task Lighting			Copy holders	Base legs	
	Raceways	surface level, power	floor level power	ceiling level power	side extension	return capability	total dimension	(readout, modular basket)	part of system	optional	i=integral to system fs=freestanding	built in	optional	f=fixed m=mobile	attachable	integral	freestanding		cantilevered	other
	✓		✓		36 to 60½"	36 to 72"	18x36" to 30½"	✓	✓					f,m	✓				✓	✓
							24x20" to 24x26"	✓											✓	
	✓				30 to 60"		30x30" to 72x30"	✓		✓				m						✓
	✓		✓		26 to 28½"	30x66"	30x24" to 72x30"				fs		✓	f,m	✓				✓	✓
	✓	✓	✓		15.75 to 13.6"	12x24"	25.5x36" to 36x48"	✓		✓	fs		✓	m				✓	✓	
	✓	✓	✓		to spec	to spec	to spec	✓			i,fs		✓	f,m		✓	✓		✓	✓
	✓	✓	✓	✓	varies	20x30" to 30x70"	varies	✓			i			f,m	✓			✓	✓	panel
						24 to 60"	20x30" to 36x65"	✓						f,m						✓
	✓	✓	✓	✓			20x20" to 30x60"	✓		✓	fs		✓	f,m	✓			✓		✓
	✓	✓		✓		20 to 42"	24x30" to 36x72"							f,m	✓				✓	
		✓	✓	✓	30 to 60"	30 to 60"	30x25" to 60x30"	✓		✓	fs			f,m	✓			✓	✓	✓
		✓			16 to 30"	18x36" to 24x38"	24x30" to 60x30"	✓		✓	fs		✓	f,m				✓		tubular
		✓	✓			24 to 30"	36x24" to 60x30"	✓		✓	i		✓	f						✓
			✓		36 to 72"	36 to 84"	26x72" to 29x84"	✓						f,m	✓					✓
					24x30" to 30x72"	24x30" to 30x72"	30x24" to 72x30"	✓		✓	i (optional)			f				✓	✓	✓
		✓	✓				24x28" to 24x44"	✓		✓	i			f	✓					✓
			✓			24 to 60"	21x24" to 30x60"	✓		✓	i,fs			f,m	✓				✓	✓
						36 to 48"	30x36" to 30x72"	✓						f						✓
							26x45x30" to 32x45 36"	✓		✓									✓	
	✓	✓						✓		✓	i	✓		f,m	✓				✓	✓
							18x24" to 55x30"	✓						f						✓
	✓		✓	✓	40 to 60"	40 to 48"	24x36" to 30x72"	✓			i		✓	f	✓			✓	✓	✓
	✓				15¾x36"	36 to 60"	36x36" to 60x36"	✓		✓	i,fs		✓	f,m				✓	✓	

COMPUTER SUPPORT FURNITURE

Kinetics





Computer Accessory Corp.



R-Way

Kinetics—Workstation systems feature Powerbeam connectors which permit 10 workstations to be linked in a single series. Connectors are equipped with two segregated channels for electrical circuits and communications cables. Electrical options include a factory-installed harness with two common circuits and a dedicated circuit; the latter allows computers to run independently of other office machines. Power ports put outlets at the front and center of each workstation; ports at the back of workstations have knockouts for communications and computer cable.
Circle No. 434.

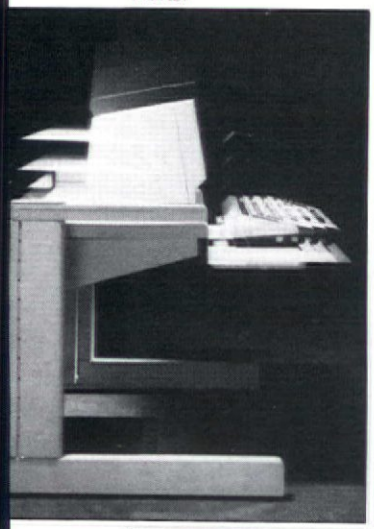
Computer Accessory Corp.—Pre-set insets permit addition of electronic bays, drawers, shelves, and returns to Oak System computer support furniture as required. Units accommodate a variety of manufacturers' equipment such as Apple, Texas Instruments, and Commodore personal computers.
Circle No. 229.

R-Way—Three-cord access holes with finished grommets, tilt/swivel mechanisms, and a side-guided, pull-out keyboard tray adapt firm's desk selections to VDT use. CRT tables and cabinets feature high-pressure plastic laminate tops. Brass accents emphasize traditional styling. **Circle No. 213.**

Harter—Freestanding computer support furniture offerings include printer and adjustable VDT/microfiche reader stands (shown). The latter are designed with palm rests and media storage. Additional items include privacy panels, pedestals, and HarterWire enclosed or wall-hung document management system. **Circle No. 206.**

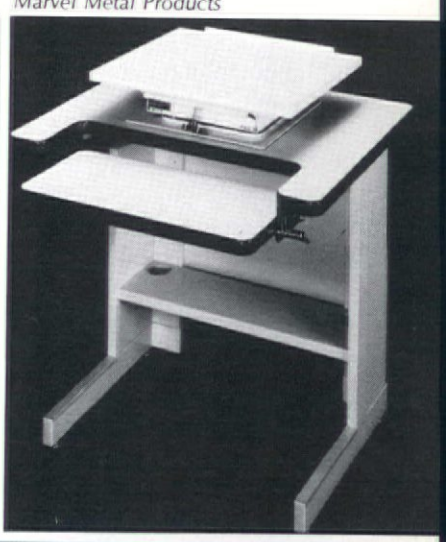
Bretford—EC5 Educational CRT table is made of heavy-gauge steel and accommodates a complete microcomputer

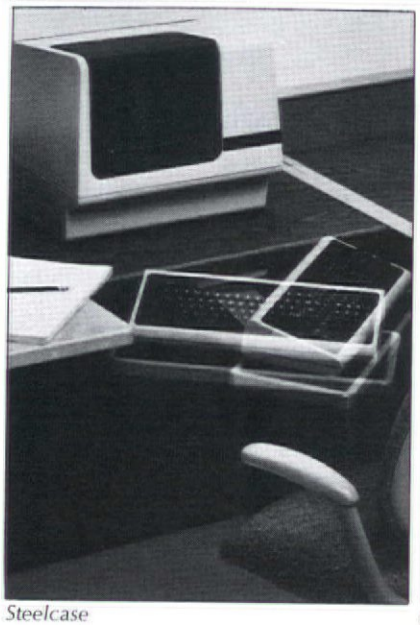
Platform heights adjust for use by children and adults


Harter


Rosemount


Bretford


Marvel Metal Products


Steelcase


GF


Mueller

system. Standard 27-in. high typing surface can be lowered to correct heights for children. Other features are a cord organizer/modesty panel and firm's ES unit which contains three outlets and 20-ft. three-wire cord with grounded plug. **Circle No. 219.**

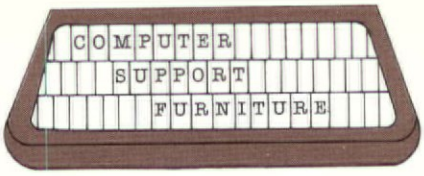
Rosemount—Retractable keyboard is a new systems feature. Located on a spring-loaded glide, it is stored beneath the worksurface and accommodates various size keyboards. **Circle No. 208.**

Mueller—Executive level computer support equipment includes an open chassis unit with pull-out keyboard drawer and an electronically controlled unit in which CRT and keyboard are mounted on shelves concealed within the cabinetry. A safety switch automatically raises CRT and keyboard to desired 26-in. height. **Circle No. 218.**

Steelcase—Ultronic 9000 articulated keyboard shelf has a 6-7/8-in. vertical adjustment and a 5-in. horizontal adjustment. Maximum side-to-side rotation is 30 degrees. Designed to be used with all Steelcase systems furniture, it can be hidden beneath worksurfaces when not in use. **Circle No. 209.**

GF—Emtech™ electronic furniture includes media storage cabinets with hanging tape rails, magnetic tape racks, disk pack and digital cassette trays, and lockable document units. Units can be ordered with double steel or tambour doors and with fabric-backed inserts. **Circle No. 214.**

Marvel Metal Products—New computer furniture series features three-way, adjustable keyboard support surfaces for detached terminal keyboards. Also new is the Multi-Mode turntable which rotates 360 degrees and tilts 12 degrees to eliminate glare. **Circle No. 217.**



Wire management now standard feature

Borroughs—Adapta-Stations™ can be completely customized to meet user requirements. Keyboard and table surfaces can be adjusted electrically or mechanically according to system selected. **Circle No. 203.**

Kimball—Network electronic support workstation system is designed for open plan and fixed wall applications. A series of storage shells serve as junction points for attachment of Network components. Interchangeable EDP drawers mount on slotted vertical tracks inside shells. Worksurfaces are offered in a variety of heights and depths. **Circle No. 232.**

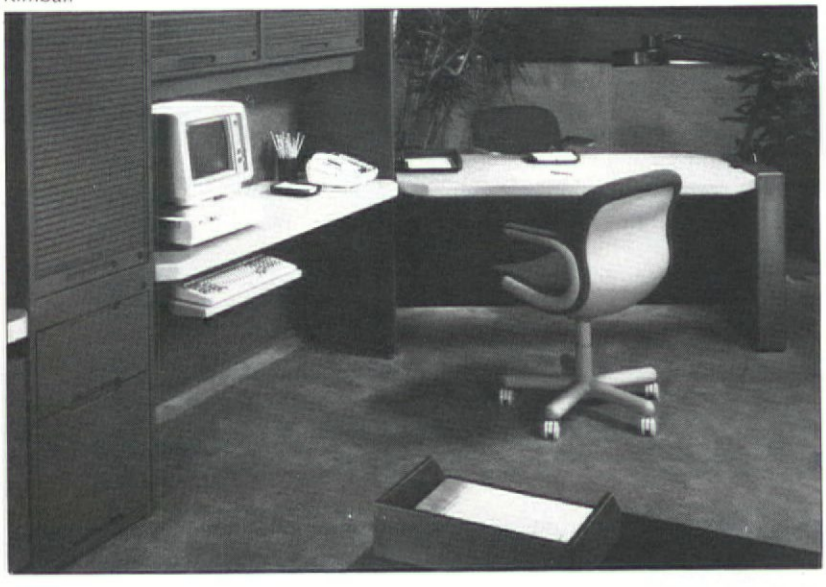
Acoustical Screens—Interact™ group is available with continuous wire management that extends across all connected units. Modesty panels are offered on all components including pie sections. All hardware is captive, making installation tool-free. **Circle No. 207.**

Corry Jamestown—New EDP file accommodates legal, letter, and A-2 size folders. Availale in 2000 system or 1000 series configurations, these pedestals are

Borroughs



Kimball



Acoustical Screens



Artec



Corry Jamestown





Howe



Herman Miller

offered in any of the firm's finishes. Three depths and all standard desk and typing heights are available. A single-door storage unit can be used with the file. **Circle No. 238.**

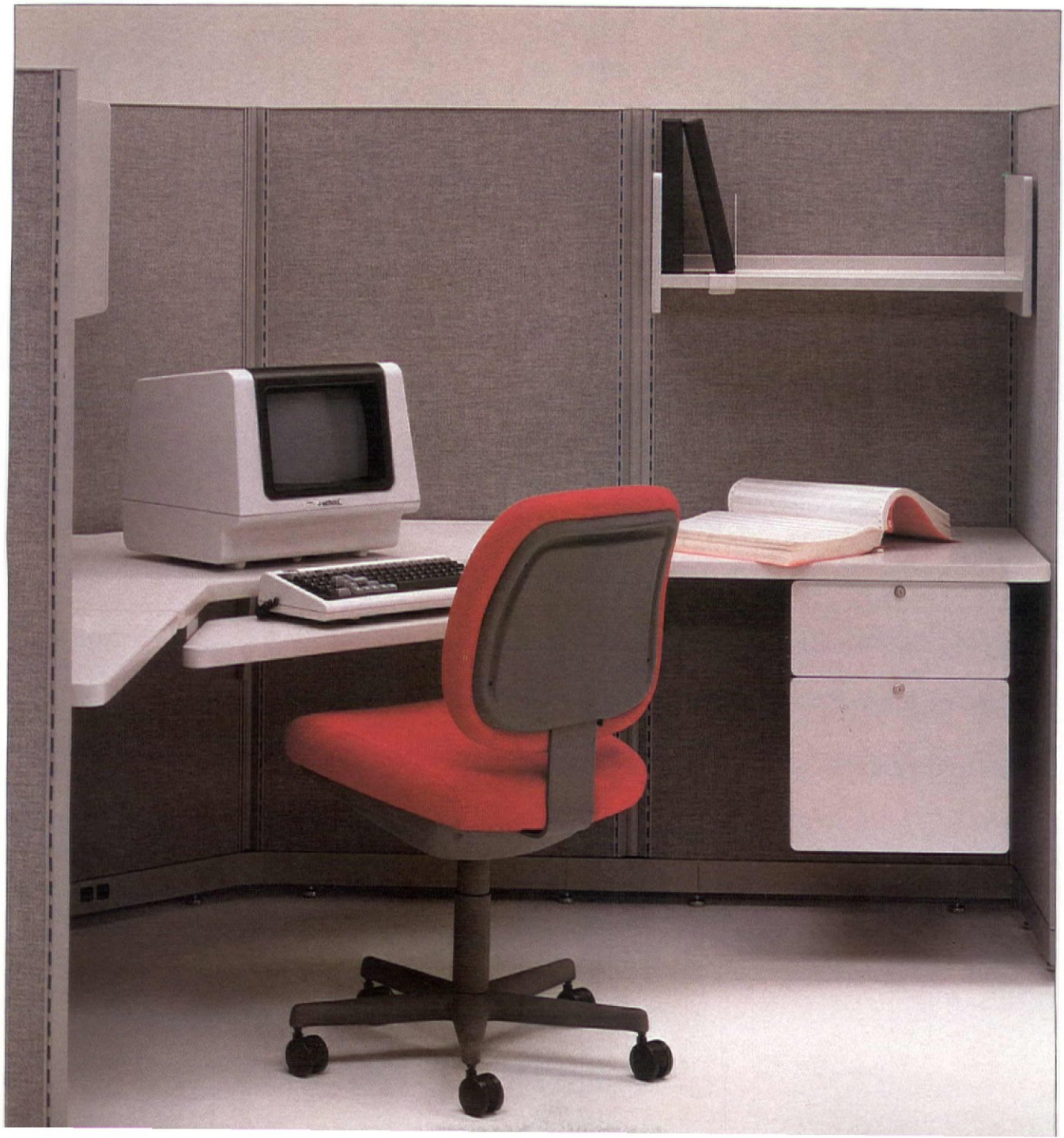
Herman Miller—As shown, three freestanding worksurfaces joined by a cluster unit provide three-way access to a single terminal. Firm's turntable with adjustable tilt keyboard swivels to facilitate shared CRT use.
Circle No. 227.

Howe—A variety of configurations can be created with Information Management Station. Shown is a grouping comprised of two tables which have been joined to form a 120-degree worksurface. Under- and over-shelf storage, task light, lazy susan, and legway wire manager are included.
Circle No. 222.

Artec—Special-purpose worksurfaces for OFS and MFS computer support furniture are new introductions. Unit shown has a motorized VDT lift with 5-in. adjustment. Other components include split-top worksurfaces, carousels, and printer units.
Circle No. 231.

Domore—Serieseven office modules are now available with new drawers and panel-hung storage components. New finish options include gray, sand, oak,and walnut. EDP units are designed with pass-through turntables and wire management grommets. **Circle No. 240.**

Domore



COMPUTER SUPPORT FURNITURE

Paper storage adapts for diskettes



Amstore

Amstore—Option One is a simple component system which includes worksurfaces with keyboard mounts, files, and cabinets. Systems can be customized to meet user requirements. **Circle No. 210.**

Storwal—File drawers in both letter and legal size are available with pedestal systems. For word processing applications, 5¼-in. diskettes can be housed in the same drawer space, also using hanging folders. Closed-top pedestals are offered in eight heights, three depths, and seven drawer styles with box or mobile bases. **Circle No. 226.**

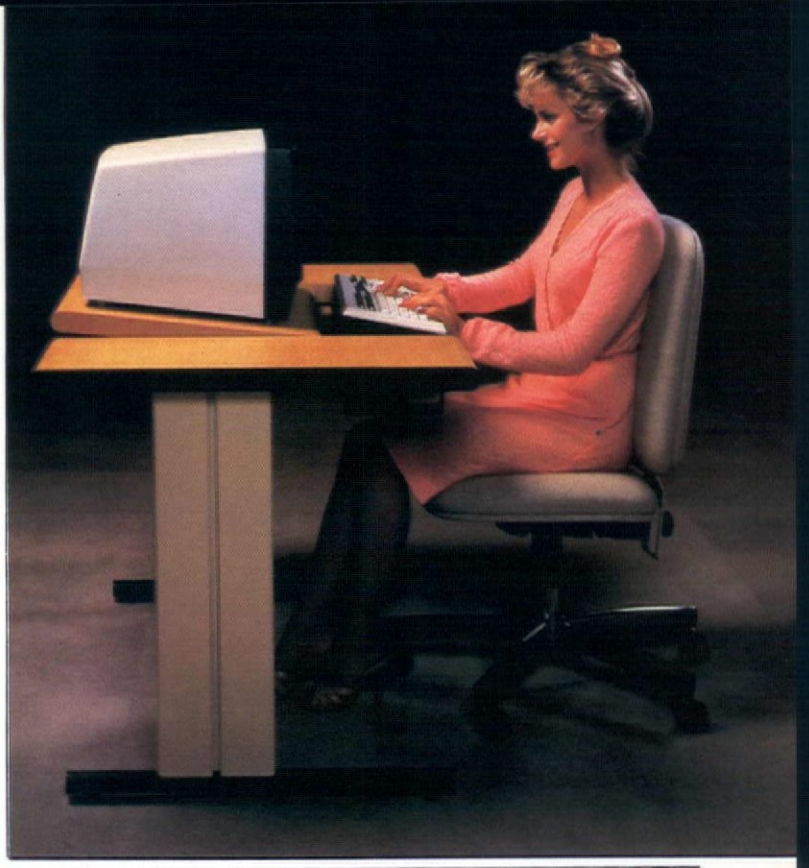


Croydon

Croydon—Fully adjustable turntables can be used as freestanding units or integrated into firm's CIS office system. Offerings include four tables in the following combinations—tilt-top/sliding keyboard, fixed-top/sliding keyboard, shared keyboard/swivel top, and fixed top and keyboard. **Circle No. 220.**

Decar—Wire management, chrome-welded steel legs that can support heavy equipment, and overhead storage are standard features in this firm's computer support furniture line. A variety of worksurface finish options are available. **Circle No. 225.**

HON





All-Steel

Virco

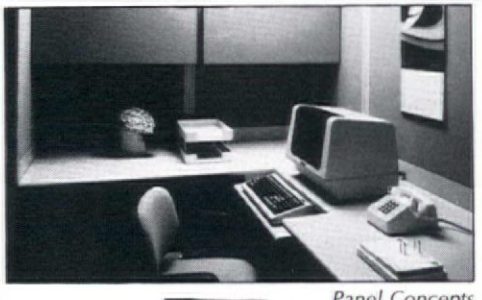




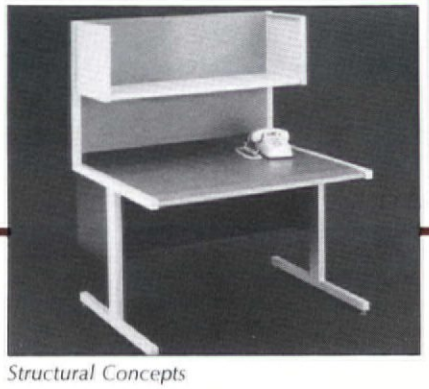
Storwal



Systems Furniture Co.



Panel Concepts



Structural Concepts



Decar

Panel Concepts—Comfort-styled worksurfaces, keyboard-level stepdowns, vertical storage for computer printouts, and "slim-line" storage drawer pedestals are included in new Software™ open office system. Products coordinate with firm's System Two, IMPAC, and Midline collections. **Circle No. 202.**

Systems Furniture Co.—UFO 2000 permits total station control from a seated position. Front keyboard surface tilts five degrees and has a 10-in. vertical range. Rear surface tilts 15 degrees backward and forward and offers 10-in. vertical adjustment. **Circle No. 223.**

HON Co.—New introductions are adjustable computer stands. Offered with systems furniture, panels, and seating, these products complete the firm's HSG group for the electronic office. **Circle No. 221.**

Virco—Expanded Alpha station line includes units in 30-in. desk heights, 26½-in. keyboard heights, and a combination of both in the bi-level station. Modules can be used alone or in combination. **Circle No. 216.**

Structural Concepts—All-purpose workstation features overhead and undersurface storage. Bin-back table can be ordered with tackboard and organizer shelf. **Circle No. 239.**

All-Steel—Series 8000 panel system has cantilevered worksurfaces with radius edges. Keyboards are mounted on retractable drawers. **Circle No. 234.**



Built to handle heavy computers

Krueger—Adjustable EDP and machine tables as well as printer stands are included in firm's new computer support furniture collection, DataBord. Units adjust vertically and horizontally. Worksurface extensions and storage modules are available. **Circle No. 233.**

Litton Business Furniture—Additions to firm's Lincolnwood line include split-top and freestanding VDT tables, mobile pedestals, and VDT turntables. Keyboard drawers are an additional option. Typing returns and larger worksurfaces that handle word processors and VDTs are also available. **Circle No. 211.**

Alma Desk—Computer support furniture coordinates with firm's Beta Radius system. System shown is equipped with slide-out keyboard drawer and turntable that permits use by more than one operator. **Circle No. 205.**

Facit—Crank-adjustable terminal table has a split surface that is designed to hold heavy computers. Keyboard and screen surfaces can be adjusted to any height between 23- and 30-in. Cranks are located on right and left sides of the table. **Circle No. 224.**

Westinghouse—Wes-Tech series dual-surface adjustable table features sliding keyboard and VDT surfaces. Dual surface copy stand attaches to table edge, placing work in same visual line as screen and keyboard. **Circle No. 215.**

Gunlocke—GPS/Executive Business Units are comprised of desks, worksur-

Krueger

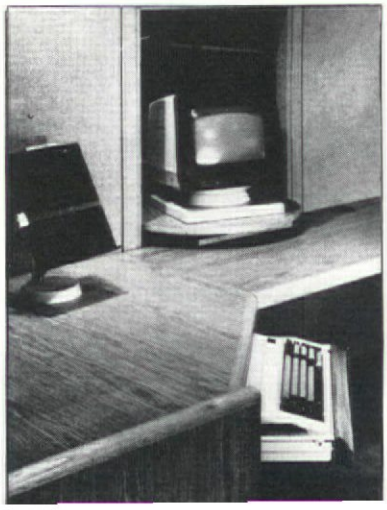




Litton



Facit



Alma Desk

faces, cabinets, pedestals, lateral files, and wardrobes. Power and communication lines are concealed in chrome or mahogany raceways. Three top and endcap styles complete specification choices. **Circle No. 235.**

Shaw-Walker—ExpanDesk™ systems include pedestals with nine, varied drawer arrangements at both desk and machine heights as well as cabinets with single or double doors. Modular lateral file sections complete the collection. Grouping shown was custom designed to accommodate point-of-use access to computer printouts. Modules integrate with firm's Tempo 3 office system. **Circle No. 320.**

Lehigh-Leopold—Adapt Panel System offers built-in, concealed, protected wire management systems for lighting, telephones, VDTs, and power cables. New pass-through unit is available with optional transaction surface and lazy susan. **Circle No. 318.**

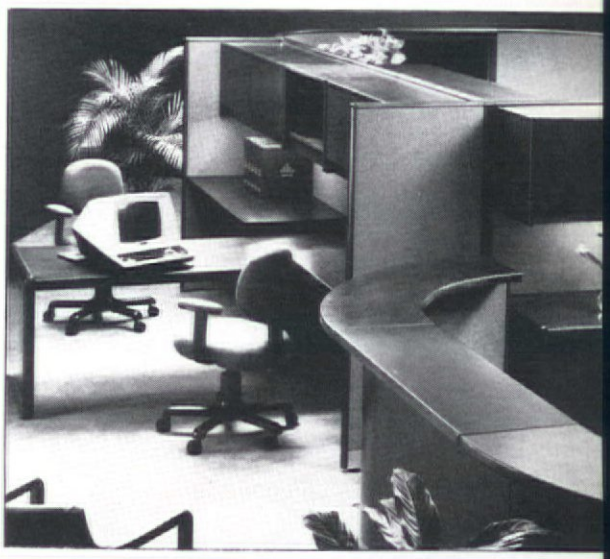
Spec'built—Workstations are designed to specification by the firm. As shown, system houses two microcomputers, a graphic computer, and a communication terminal that permits access to other stations. **Circle No. 204.**

Eagle Computer Furniture—Ergonomically designed terminal table has independently adjustable work and keyboard surfaces. Tables are made of 16-gauge steel and are finished in one of four in-stock colors. Custom colors are available on request.
Circle No. 228.

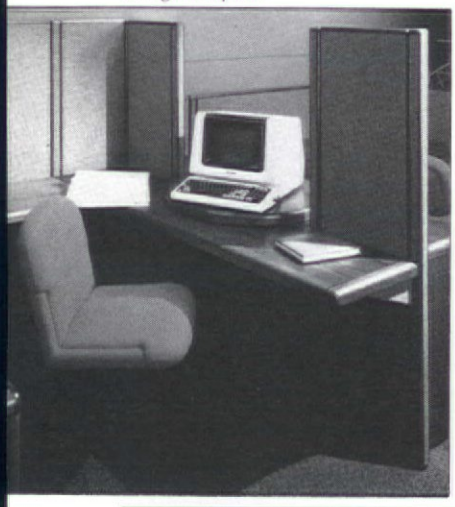


Westinghouse

Gunlocke

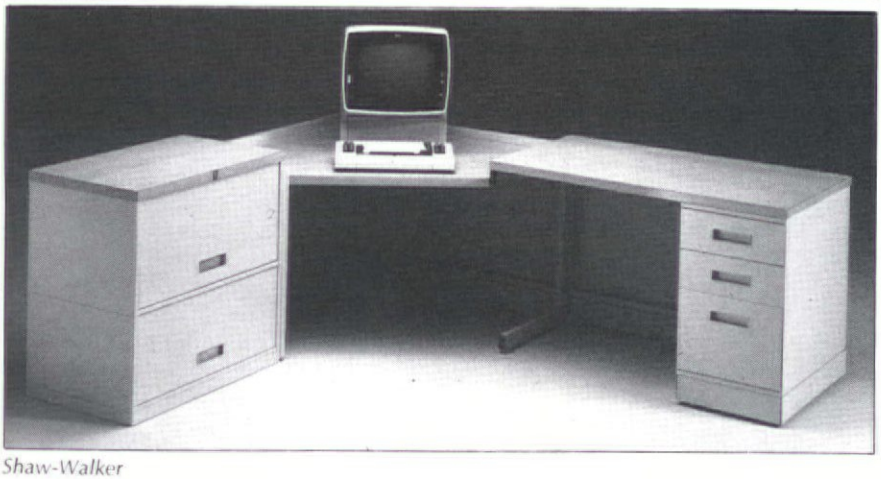


Lehigh-Leopold



Spec'built





Shaw-Walker



Eagle Computer Furniture

COMPUTER SUPPORT FURNITURE

Glare control is key achievement

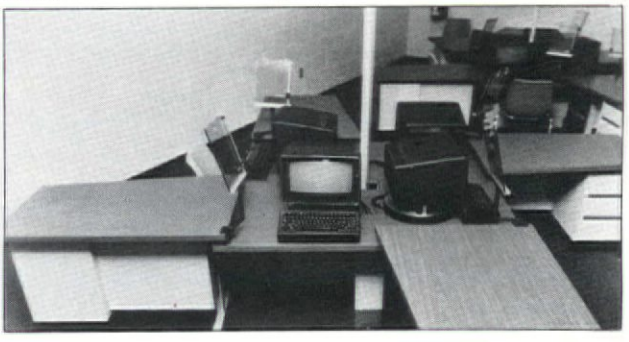
Hamilton Sorter



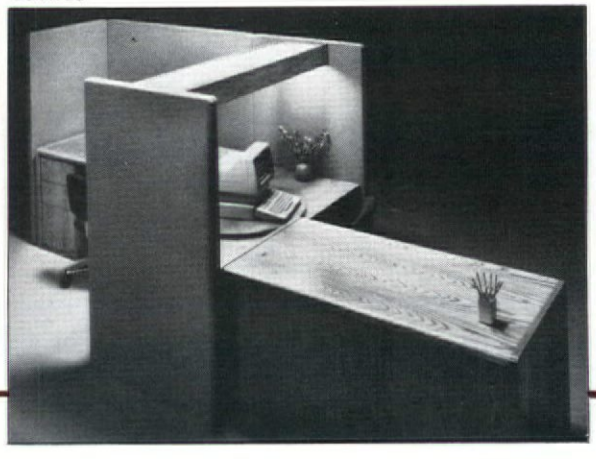
Executive Furniture



Delco



Conwed





Precision Mfg.

Hamilton Sorter—Biotec Systems div. offers Biotec™, a complete line of ergonomically designed VDT workstations. Units are available in 40-, 48-, and 60-in. widths with independently adjustable keyboard and terminal. VDT surface tilts to control glare and features full 360 degree rotation. Terminal adjusts vertically to accommodate varied operator heights; sufficient leg space is built in.
Circle No. 315.

Executive Furniture—Galaxy II group includes workstations in secretarial and executive heights. All surfaces are of veneer or hardwood with matching high-pressure laminate tops. Coordinated printer tables, data caddies, mobile files, and adjustable CRT stands are offered. **Circle No. 319.**

Delco—Space Age™ Cluster Desk System permits quick rearrangement of workstations as office needs dictate. Desks and components are designed to specification, and feature wire management systems. Tops are of heavy-duty laminate with laminate-sheet back.
Circle No. 200.

Precision Mfg.—Ergodata worksurface is easily raised, lowered, and inclined from a seated position. Organization channel houses cables and wire while concealing duplex outlets and communication connections. A variety of accessories suited to specific task requirements are also available.
Circle No. 230.

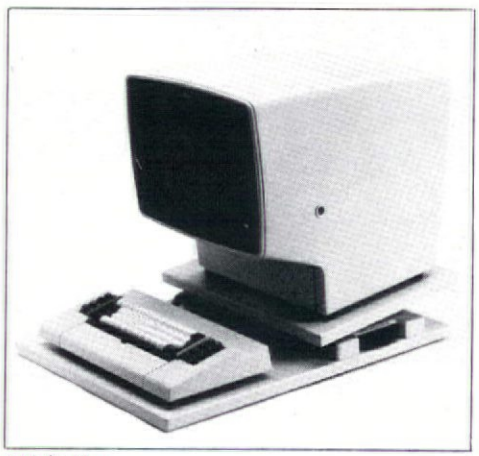
Conwed—Two employees have access to one computer with redesigned System 2 workstation. Radius-edge, oak-finished wood modules can be ordered with any of a variety of drawer styles as



Knoll



Tuohy



Wright Line



La-Z-Boy

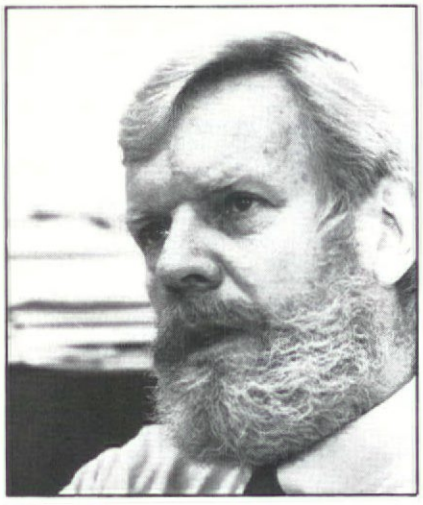
well as overhead storage options.
Circle No. 201.

Knoll—Zapf workstations offer a variety of components for the electronic office. Arrangement pictured includes cabinets for computer print-outs and an acoustically sound closet which houses a rolling printer cart. Keyboard support is completely adjustable. Station features Lan Kit data and communications cable management system for comprehensive, integrated computer operations in contemporary office environments.
Circle No. 236.

Tuohy—Made of hardwood veneer with matching hardwood edges, ETS (executive task solution) centers feature shelves for VDTs, disc drives, and keyboards. Keyboard shelves are equipped with power tilt control that adjusts viewing angle for maximum comfort and indicator light. Also included are disc and reference manual storage, cabinetry for tablets and paper, paper feed and catch bins, and printer housing. **Circle No. 321.**

Wright Line—Swivel/Tilt terminal bases rotate 360 degrees in either direction to reduce veiling reflections. They also permit multiple access as needed in shared applications. Forward and backward adjustment capability is seven degrees. A finger-tip control wheel controls adjustment. **Circle No. 212.**

La-Z-Boy—Wood computer support furniture is designed to coordinate with firm's Ventura casegoods line. Featuring both CRT and typing workstations as well as a printer stand, units have bookmatched veneer panel ends and high-pressure laminate tops.
Circle No. 237.



John Naisbitt, author of 30-week best-seller Megatrends *will discuss future business shifts based on his analysis of today's trends and fundamental societal restructuring.*

Naisbitt To Address NOPA, Focus Is Industry Transition

Business program format focuses on competing in the high-tech market

John Naisbitt, author of *Megatrends*, will address the rapidly changing nature of office products and the workplace environment at "NOPA (National Office Products Association) '83: Industry In Transition," the organization's annual convention and exhibit, Chicago.

McCormick Place and the Hyatt Regency are headquarters for the event, September 28-October 2, which includes an expanded workshop schedule featuring "Computers and Technology," and "Selling the Tools of Office Automation." Convention officials report this year's program will give dealers a showing of new products and ideas, as well as in-depth information on industry change.

According to NOPA president Dan P. Scott, "John Naisbitt has the ability to make sense out of the enormous changes taking place all around us. He profiles 'high-tech, high-touch' in a way that is both comforting and disarming. If our industry is going to keep pace, we all must become familiar with his introduction to the 'Information Age'. "

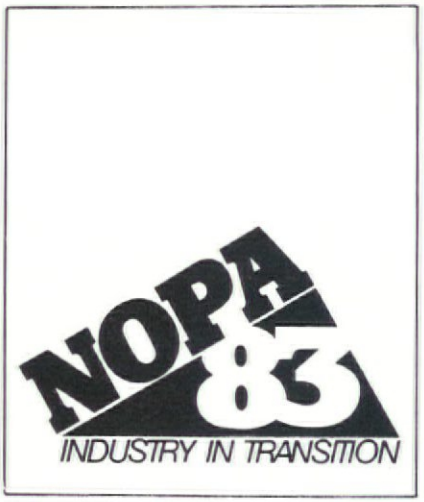
Additional speakers will be Willard Scott, NBC "Today" show weatherman; Art Holst, line judge for the National Football League (NFL); Bill Cosby, comedian/entertainer; and Heloise, writer of the syndicated newspaper column "Hints From Heloise."

Scott will open NOPA '83 with his luncheon presentation, Wednesday, September 28, Holst will lead the sales rally on Sunday, October 2. Ladies' Luncheon features Heloise on Friday, September 30, with Cosby entertaining Saturday night, October 1.

Format focus is business

In additon to featured speakers and 11 90-min. workshops, this year's convention offers two full-day seminars and two 3½-hr. seminars on key dealer issues. Topics include "Space Planning Skills for Sales Personnel" and "Financial Planning and Ratio Analysis." Attendees may also gain insight from the 1,800 exhibitor booths at McCormick Place.

NOPA has secured special discount airfares for showgoers. For further information call 800/336-0227. In Virginia and Washington, D.C., dial 703/528-0114. Tickets and information for the convention may be obtained from NOPA Registration, 301 N. Fairfax St., Alexandria, VA 22314; 703/549-9040.

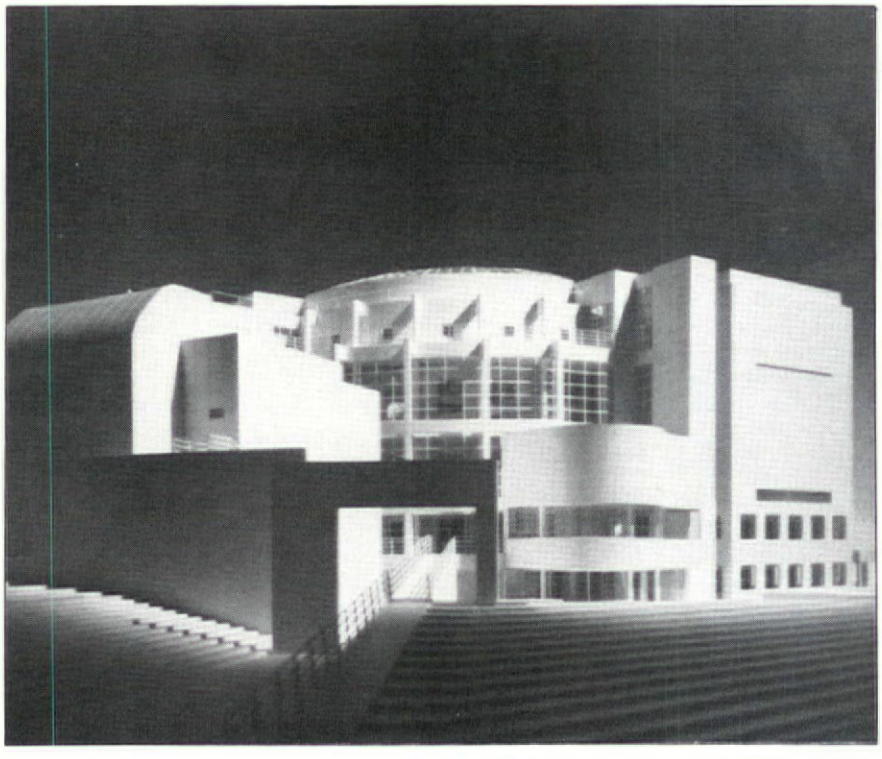


National Office Products Association (NOPA) has a new format of expanded workshops to explore levels of change in the office products marketplace.

SELECTED CONTRACT EXHIBITORS—NOPA '83

Anderson Hickey Co.
Angus-Stuart Ltd.
Art Steel Co. Inc.
Artwood Co. Inc.
Artwood Desk Design
Atlantic Datafurniture Products Inc.
Bevis Custom Tables Inc.
Biltrite
Bretford Mfg. Inc.
Brodart Inc.
Burroughs Corp.
Capri Chair, div. Trian Furniture
Chairworld
Charvoz-Carsen Corp.
Chromcraft Furniture
Cole Business Furniture, div. Litton Industries
Conwed, Office Interiors Division
Creative Dimensions
Curvcraft Inc.
Capco Industries
Data-MATE by Maine Mfg. Co.
Davenport, A.C. & Son
Decorative Firsts Inc.
Dennison National
Eck-Adams Corp.
Eldon Office Products
Electrix Inc.
Ergonom Corp.
Executive Furniture Inc.
Executive House Furniture, div. Continental Chair
Filex Steel Products Inc.
Fisher-Haynes, a Leggett & Platt Co.
Fleetwood Furniture Co.
Flex-Y-Plan Industries Inc.
General Metalcraft Inc.
Global Furniture
Global Industries Inc.
Goodrich, B.F. Co.
HAG USA Inc.
Hale, F.E., Mfg. Co.
Harvard Interiors Mfg. Co.
Haskell of Pittsburgh Inc.
Hickory Leather Co. Inc.
High Point Furniture Industries Inc.
HON Co.
Hoosier Desk Co.
Horizon Steel Products Inc.
Hunt Mfg. Co.
Indiana Desk Co.
International Glide Mfg. Corp.
Inwood Office Furniture
James Metal Products Co.
Jasper Desk Co.
Jasper Seating Co.
Krueger
Kwik-File Co.
La-Z-Boy Chair Co.
Lawson, F.H., Co.
Ledu Corp.
Liberati Products Inc.
Lighting Resource Inc.
Luxo Lamp Corp.
M&J Desk Mfg. Co.
M&M Engraving Industries Inc.
Magna Visuals Inc.
Manuchair Indusries Inc.
Marnay Sales & Mfg. Co. Inc.
Marvel Metal Products Inc.
Meilink Safe Co.
Metals Engineering Corp.
Mill Craft Furniture Co. Inc.
Miller Desk, MH&H Seating Co. Inc.
Miller, Howard, Clock Co.
National Office Furniture Co., subs. Kimball International
Nightingale Industries Ltd.
North Hickory Furniture Co.
OFS-Office Furniture Systems
Paoli Inc.
Park Sherman
Pepper Chair Co. Inc.
Quaker Furniture House Inc.
Rosemount Office Systems
Royal Seating Corp.
Rubbermaid Commercial Products Inc.
Samsonite Corp., Contract Furniture Div.
Saturn Office Furniture Ltd.
Schwab Safe Co. Inc.
Shaw-Walker Inc. Co.
Signore Office Furniture
Smith System Mfg.
Spacemakers Inc.
Springer-Penguin Inc.
Stacor Corp.
Sterling Plastics, subs. Borden Inc.
Stylex Inc.
Superior Chaircraft Corp.
Texwood Furniture Corp.
Tiffany Stand & Furniture Co.
United Chair Co.
Victor & Systems & Equipment
Virco Mfg. Corp.
Vogel-Peterson Co.
Weber Costello
Whitehall Furniture Inc.
Williams Office Furniture Co.
Witt Products Inc.
Workspace International

FIRST ATLANTA CONTRACT EXPO FORECASTS '80s DESIGN, COLOR, FURNISHING TRENDS



Atlanta's High Museum, designed by Richard Meier, is the location of the gala finale to CONEXION. Institute of Business Designers/CONTRACT Magazine Product Awards will be shown in a multi-media presentation at the event October 22.

The crystal ball is out. Atlanta is in. Contract experts in a variety of specialties will focus on design for the '80s, color forecasting, the future of the office furnishings industry, and the Memphis trend at CONEXION, Atlanta Market Center's premiere exposition October 20-22.

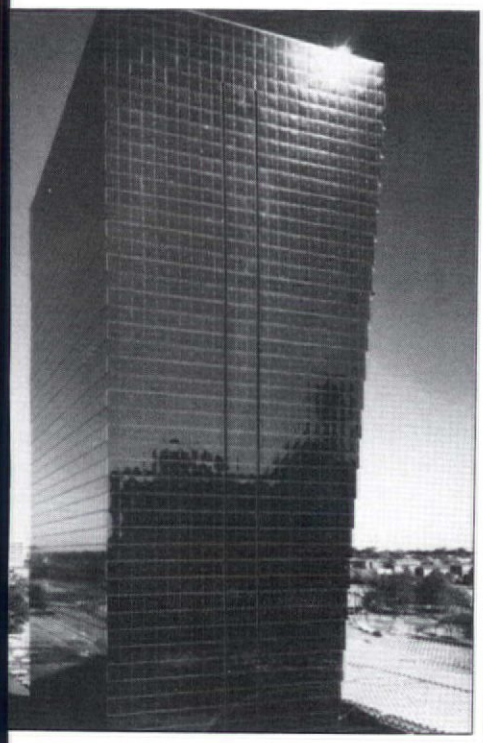
John C. Portman, Jr., architect/developer, kicks off the event October 20 with his address, "Designing For People In The '80s." He will focus on natural integration of elements for humanistic designs.

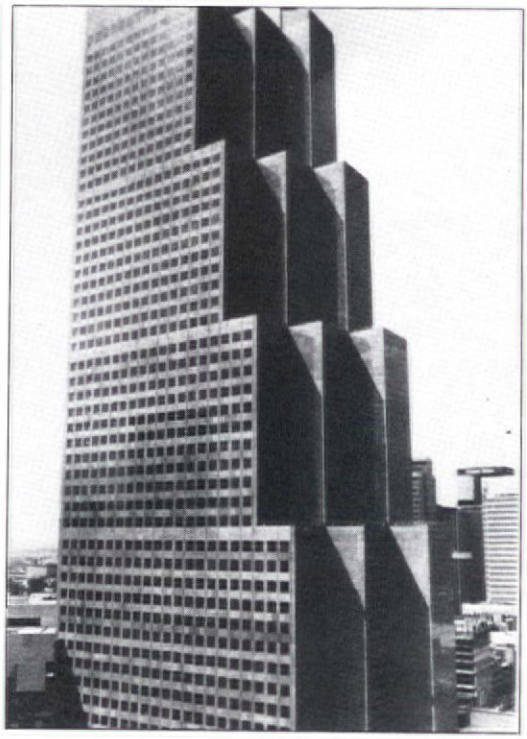
Also on October 20, Paul Goldberger, architecture critic, *The New York Times*, will speak on "Architecture, History, and Confusion."

Len Corlin, co-publisher/editor, CONTRACT, moderates "Forecasting Contract Color: Guess Or Certainty?" October 22. Panelists exploring historical and cyclical color trends include Victor A. Brown, chief stylist, Badische Corp.; Hazel Siegel, color consultant; Jan Adkins, manager/product design, Nevamar Corp.; and Richard W. Stoyles, head designer/textile styling, International Wool Secretariat, London.

"The Future Of The Office Furnishings Industry" takes a look at a University of Michigan study on technical and environmental changes which impact office furnishings. Scheduled for October 22, the seminar will be led by Arthur Williamson, director, National Office Products Association (NOPA). Changes and influences of Italy is the focus of "Memphis: Passing Fancy Or Here To Stay?" on October 20. Edie Cohen, senior editor, *Interior Design* magazine, leads the Milan update.

Georgia Power Company (left) and Georgia– Pacific Center are among Atlanta buildings scheduled for architectural tours during CONEXION. Keynote speaker for the premiere contract market is John Portman, architect/developer. Additional speakers and seminar leaders are Arthur Williamson, director, National Office Products Association (NOPA); Paul Goldberger, architecture critic, The New York Times; *and manager/product design Jan Adkins, Nevamar Corp.*



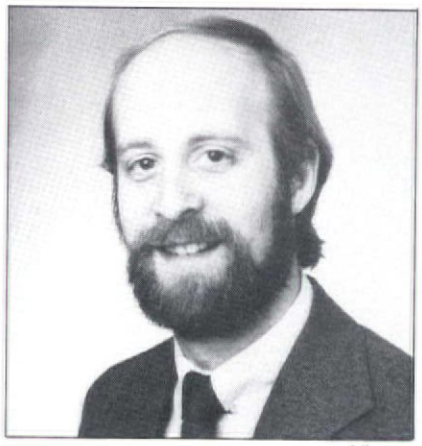




Portman



Williamson



Goldberger



Adkins

Designer events scheduled October 21 include "Design Conversations" with Charles Pfister, interior design consultant/principal, Charles Pfister & Associates; Jack Dunbar, president, dePolo/Dunbar Inc.; and Carol Ann Groh, founding partner, GN Associates. Moderator is Stanley Abercrombie, editor, *Interior Design* magazine.

Technology related to the contract industry brings to CONEXION Joseph Rosen, vice president, ISD Inc.; and Dan Nall, associate director, Heery Energy Consultants of Heery & Heery International. Beverly Russell, editor, *Interiors* magazine, will moderate.

Program boasts facility tours

Facility tours of The Coca-Cola Company International headquarters, Georgia-Pacific Center, the James H. "Sloppy" Floyd Veterans Memorial building, and Georgia Power Company will take place on October 20, 21, and 22. Reservations are necessary for each architectural tour.

Lighter social fare includes a keynote reception sponsored by Allied Fibers & Plastics at the Atlanta Market Center, scheduled to follow Portman's address. Archifest cocktail party, October 21, is sponsored by the Atlanta chapter of the American Institute of Architects (AIA) to celebrate the "built" environment and increase public awareness of the architectural aspects of urban life.

CONEXION's finale, to be held in the widely publicized High Museum by Richard Meier, will wind up the show on October 22. Gala activities include a multi-media presentation of design awards from the Institute of Business Designers/CONTRACT competition.

Exhibits are open each day 10 a.m. to 5 p.m. and seminars are free. There is a charge for tours, Archifest, and High Museum gala tickets. For more information contact Atlanta Market Center, CONEXION '83, 240 Peachtree St. NW, Atlanta GA 30043; 404/658-5603.



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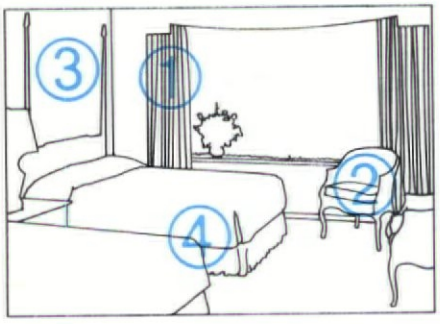
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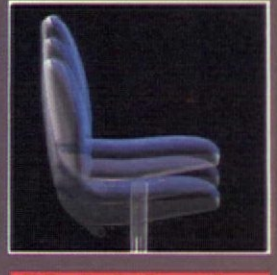


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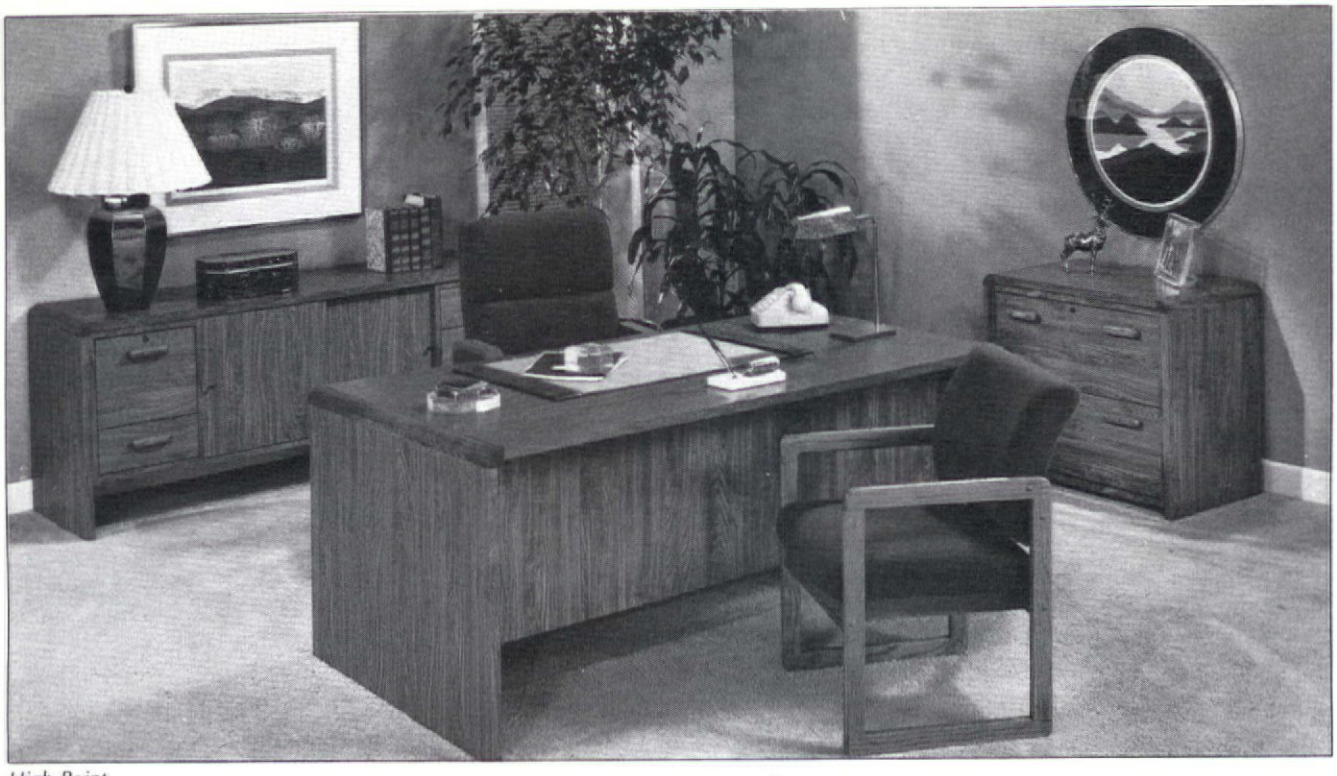


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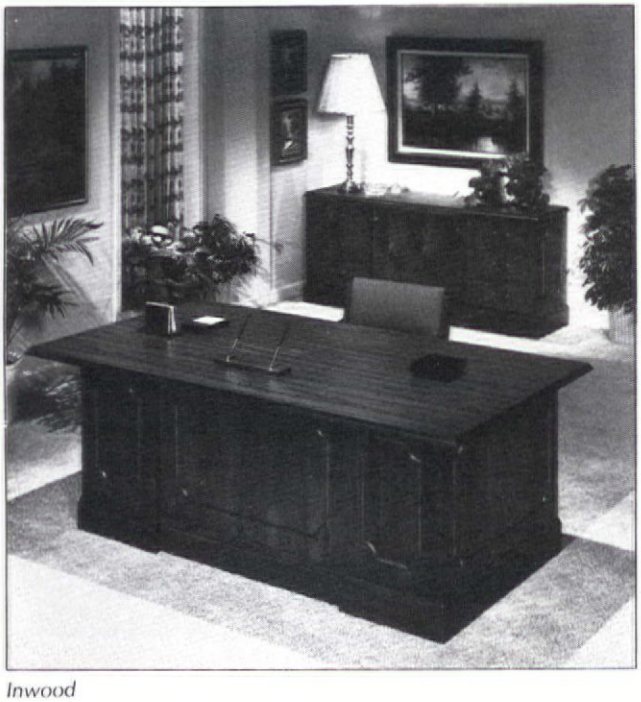
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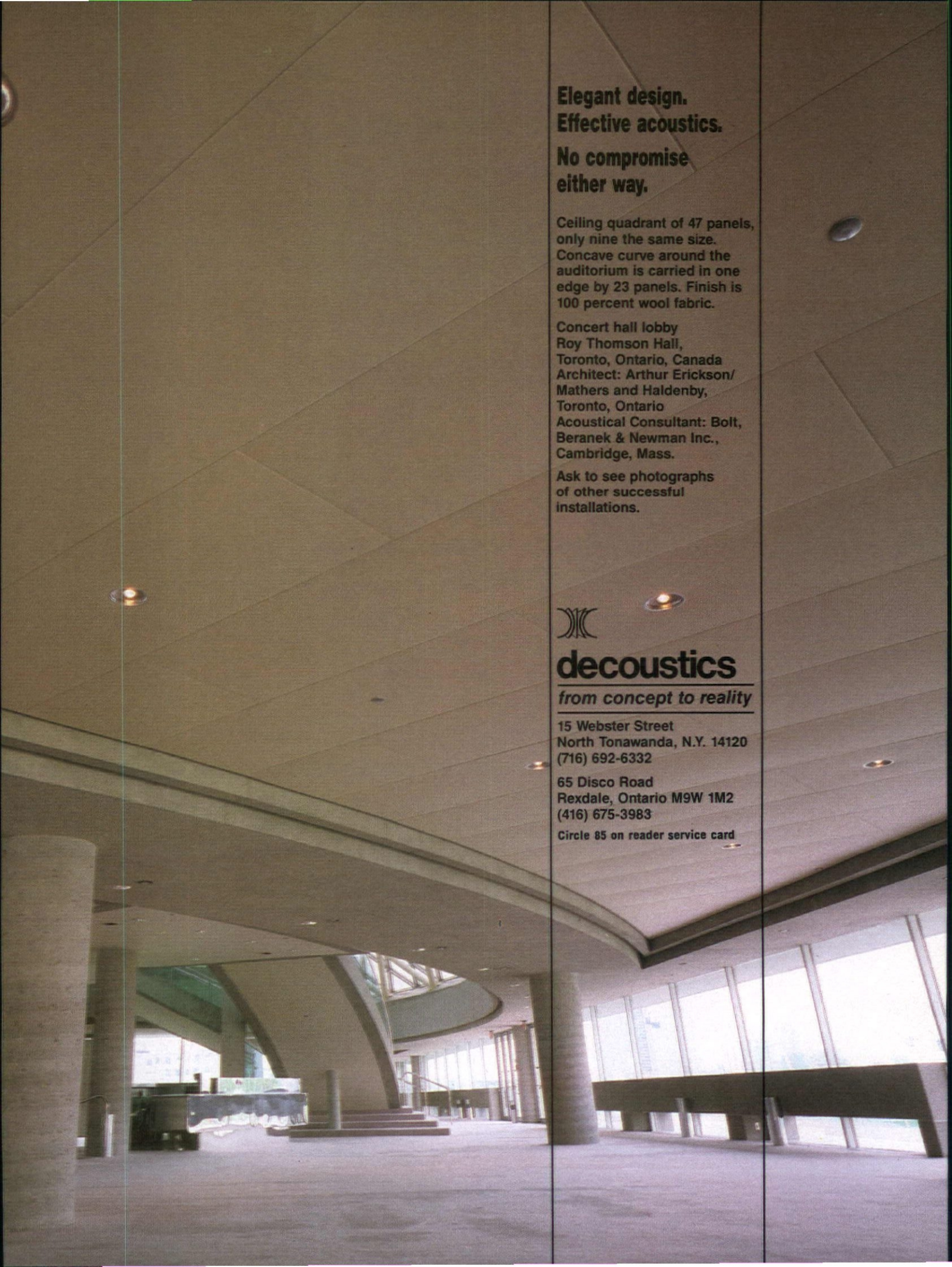
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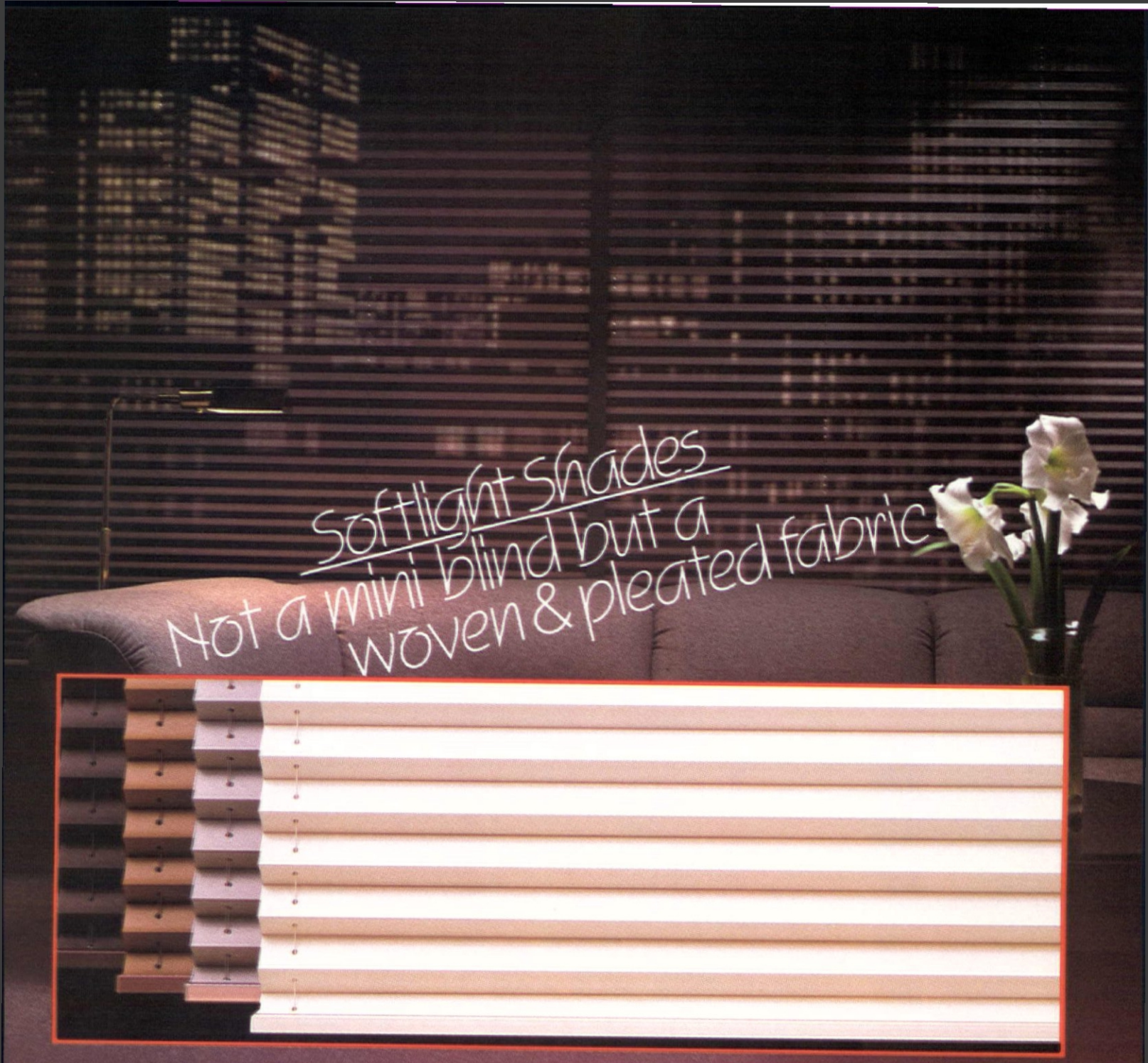
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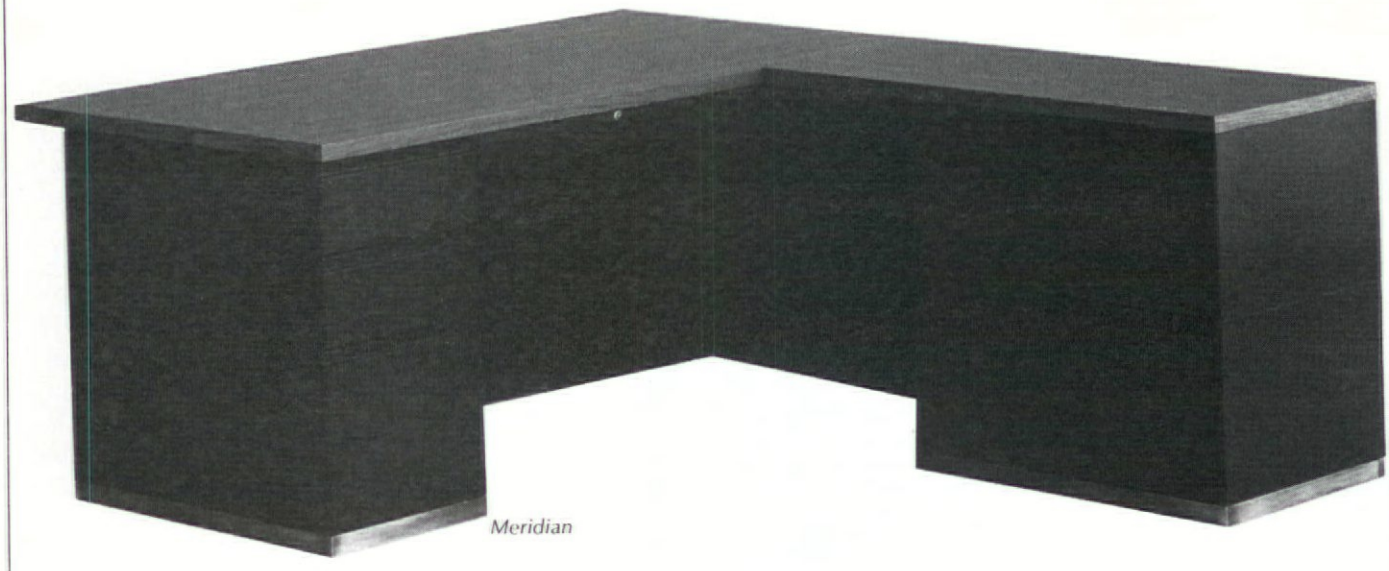


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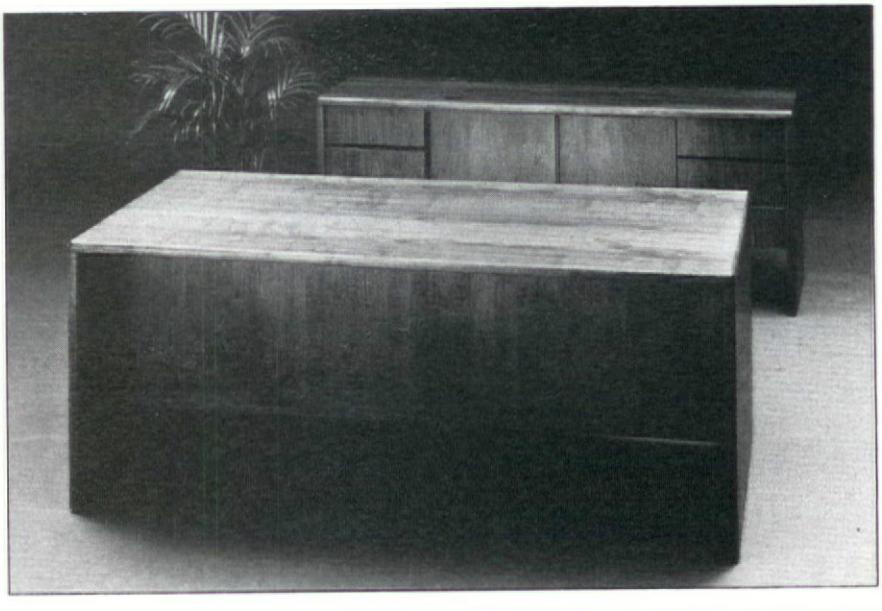
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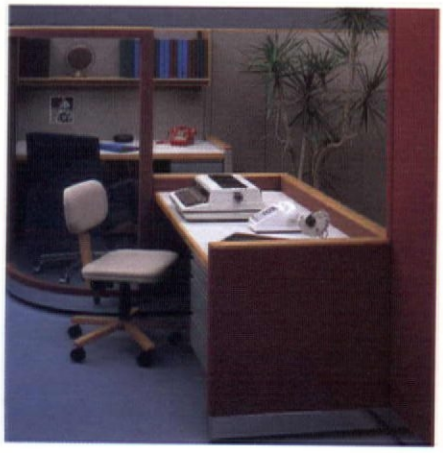
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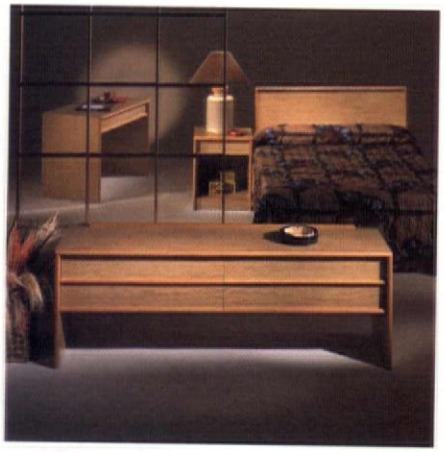
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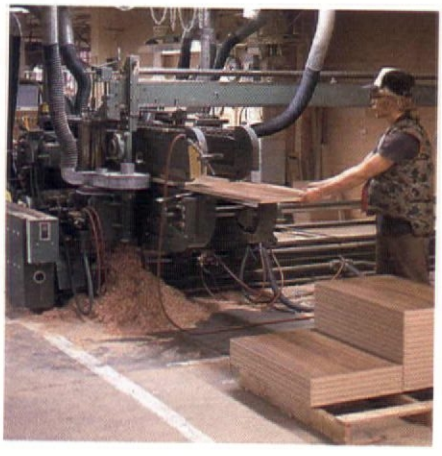
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You are invited to join in support of these purposes by making a contribution to the Joel Polsky/FIDER Endowment.

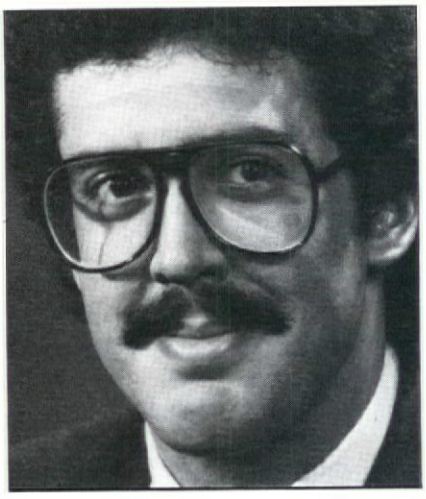
The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

- recognize the valuable contribution to the interior design profession made by this energetic and future-oriented person, and to the leadership he displayed in his short but outstanding career;
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- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
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JOFCO is proud to introduce a new and exciting collection of office casegoods, chairs and a companion lounge group designed by O.J. Holohan.

This transitional styling finds acceptance in surroundings from contemporary to traditional. Removable inset working surfaces give the designer a chance to use a variety of materials including Italian marbles and one piece Scandinavian leathers.

Flexibility is a key element in the 9000 line since all items are available in American Black Walnut, White Oak, or Hondouras Mahogany veneers and solids.

The appeal of the graceful lines and reveals is further enhanced by the unique recessed pull finished in a high sheen polished brass.

As in all JOFCO suites, we've made it broad enough to satisfy the CEO without forgoing the need of his staff. Executive desks, clerical ells, work stations, conference tables, filing components, CRT support pieces, and seating make the 9000 a state of the art design appropriate in every situation.

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While visiting Designers Saturday, you may see the TRANSITIONAL 9000 and many more JOFCO designs on display in our permanent showroom located at: John Barns Inc.
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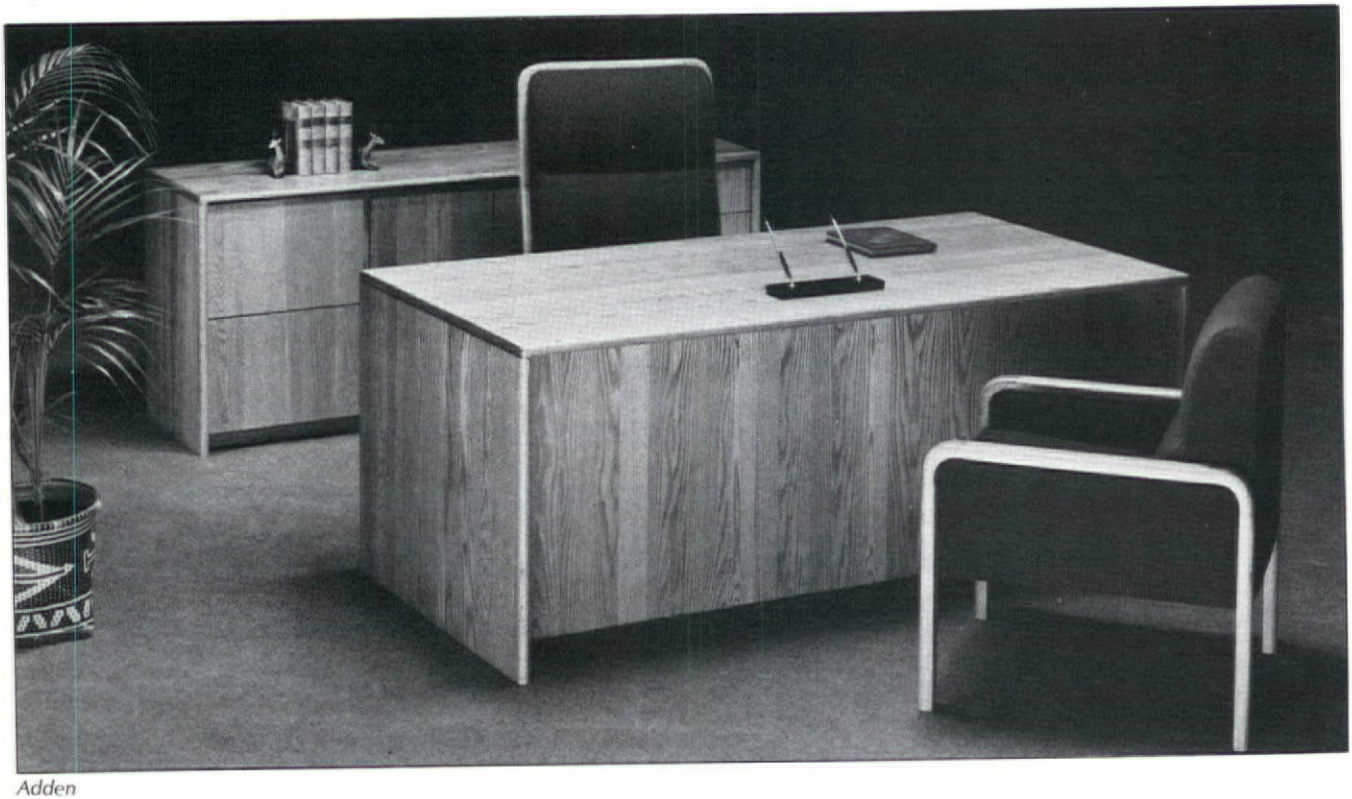
Sligh Furniture



DMI



Cado



Adden

Seating, casegoods coordinate with desk designs

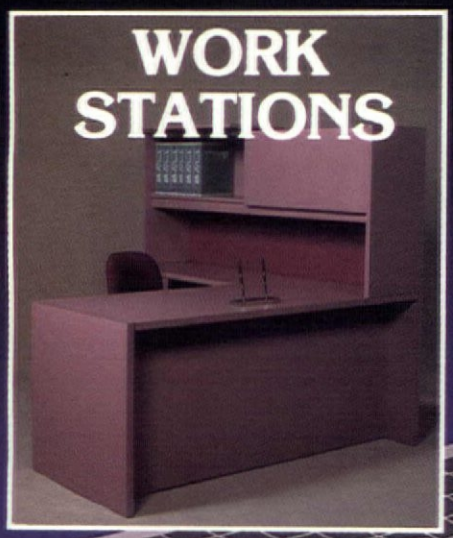
DMI Furniture Inc.—7379 Heritage series presents a classic total look for the executive office. **Circle No. 293.**

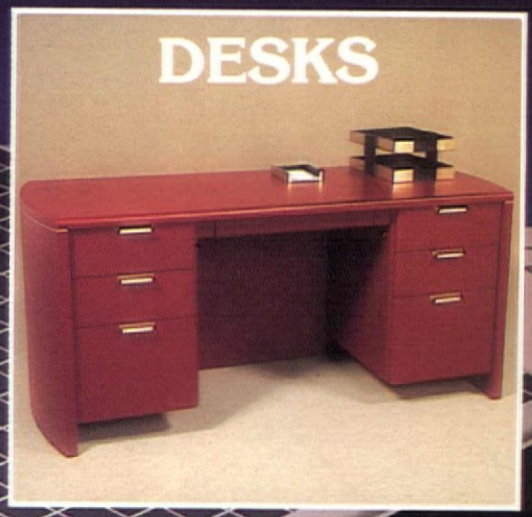
Sligh Furniture—Executive Campaign Desk features 24 karat gold-tooled trim. Credenza is constructed of mahogany with brass hardware. **Circle No. 423.**

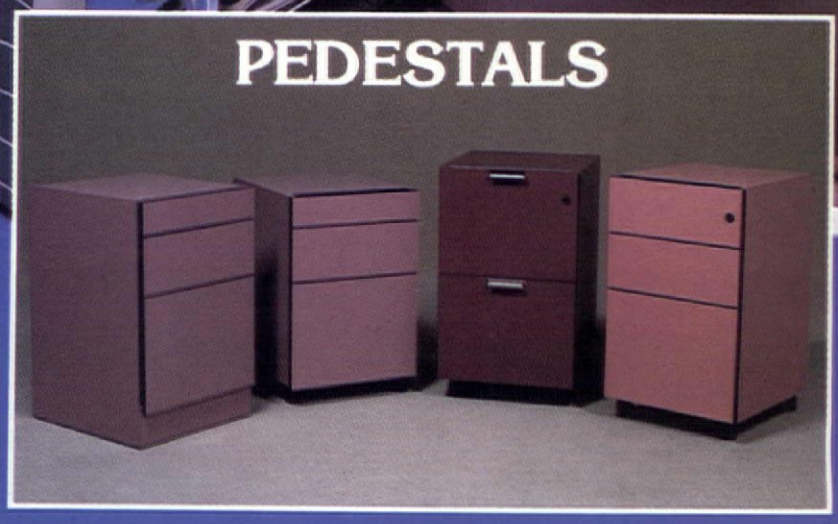
Adden Furniture Inc.—Executive Series desk is part of firm's new Corporate Collection featuring solid wood office furnishings. Credenzas and chairs coordinate with the line. **Circle No. 261.**

Cado/Royal System—Diplomat Desk Collection is detailed in teak or rosewood. **Circle No. 265.**

HAVE YOU READ A GOOD BOOK LATELY?







This bestseller features short stories from the LUI & Word Data library of office furniture. The many selections include…the CURVED and RECTILINEAR DESK for the ultimate reception area, and others like the 200 SERIES DESKS and CREDENZAS that make excellent office mates…For the open-office planners there are WORK STATIONS, FREE STANDING PEDESTALS, TABLES and BOOKCASES. The computer minded will enjoy the WORD DATA ENVIRONMENTS Section…And, of course, our newest series, ELEGANS, which has been expanded to better serve your design needs. Be sure not to overlook this bestseller and the sales it could bring.

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On August 3, 1492, Christopher Columbus set sail from Spain, seeking honor and wealth by establishing new trade routes with India. Since he had miscalculated the circumference of the earth by 6,331 miles, he was destined to spend years in a vain search for the mainland of Asia. In 1502 he died poor and forgotten.

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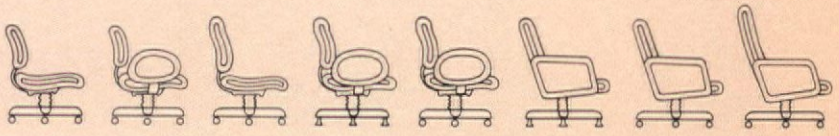
Ultima is a collection of seating designed to meet the needs of the executive office as well as the work station. The styling is decidedly contemporary with accents on smooth sloping contours and clean flowing lines.

Ultima is designed for comfort, function and versatility as well as beauty. High and low back executive chairs provide plush seating comfort for the executive behind a desk. The low back executive with glides can be used as a side chair.

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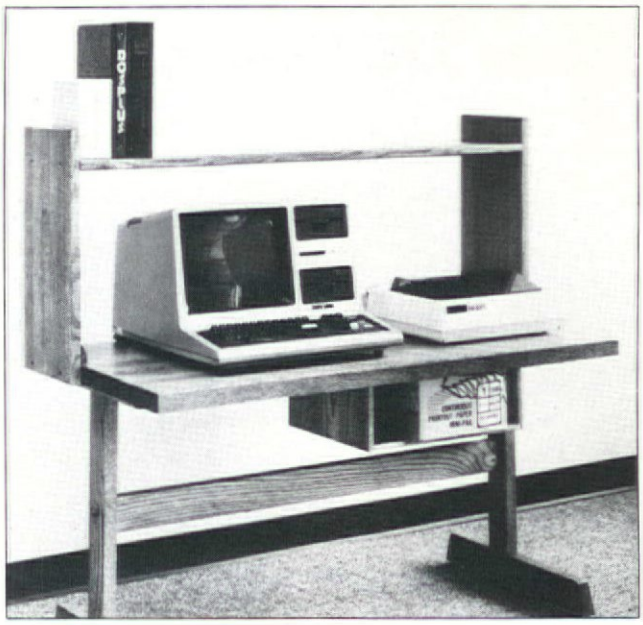
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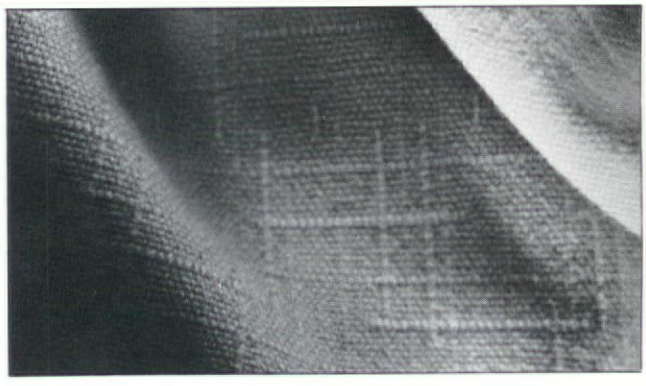


COMPUTER DESK ADDED TO BUTCHER BLOCK LINE

Constructed of solid oak, Home/Office Computer Desk is a new addition to **John Boos & Co.'s** butcher block furniture collection. System features a paper tray and can be ordered with an optional overhead storage shelf. A variety of finishes are offered. **Circle No. 331.**

COMPUTER SUPPORT STATION IS STATIC-FREE

The Cordes Group offers Oak computer support furniture with electronically adjustable CRT surface. Stations are flanked by manually adjustable wing worksurfaces. Modules are designed for use with existing 48- and 60-in. open plan systems. Unit is static-free. **Circle No. 316.**



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Lit-Ning's Communicore div. offers CRT stations in five sizes with wood grain laminate tops. Stand-up stations, printer terminals, and personal workstations are also available. A variety of storage components coordinate with furniture. **Circle No. 317.**

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The Pinstripe Family of Desks
Design: The Walker Group, 1982

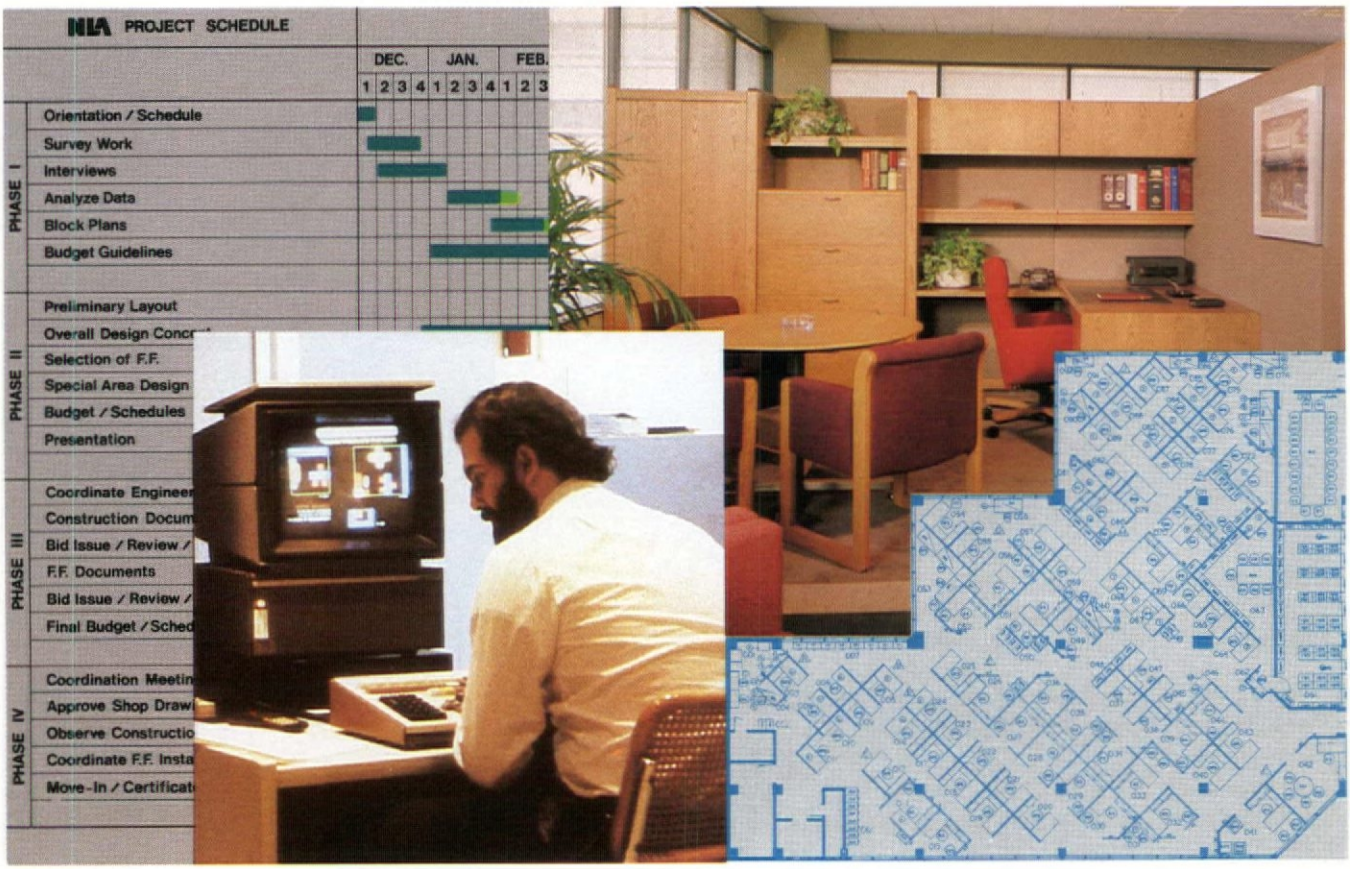
Ken Walker with The Walker Group has designed for ICF their first family of office furniture that gives one and all from secretary to president a sense of pride, identity and status through understated elegance, solidity of form and a large choice of genuine materials while being priced to bring joy to any purchasing agent's heart.



photo: PETER PAIGE

Design Professionals:

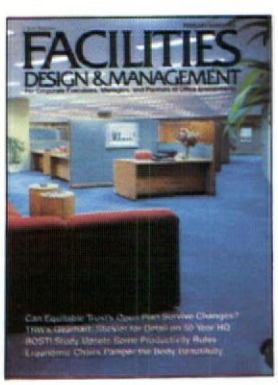
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NEW FABRICS READY FOR TRANSPORTATION

Two new designs have been added to **Gretchen Bellinger's** Transportation fabric collection. Trolley, a flame-resistant 100 percent wool textile with a cotton back, is custom woven in West Germany and is available in seven colors. Roadster is a 100 percent wool canvas in nine colorways and is also flame-treated. **Circle No. 339.**



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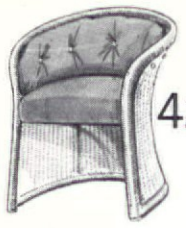


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As diseases go, multiple sclerosis is one of the cruelest and most unpredictable. MS attacks the central nervous system. It's not thought to be hereditary and it strikes without warning. It generally affects young adults between the ages of 20 and 40. Because it strikes in the prime of your life MS can cripple emotionally, physically and financially. Althought MS doesn't do the same amount of damage to all patients, for some, coordination may be totally destroyed. So you see we're racing against the clock and must act quickly.

There's no cure for MS so far, but researchers are working on one. And people in the sports world are helping to fight back. People like Muhammad Ali, Jimmy Connors, Tom Seaver, Steve Garvey, O.J. Simpson, Lynn Swann and myself, Paul Newman. Won't you join us? Please send your check to the National Multiple Sclerosis Society, 205 East 42nd Street, New York, New York 10017. Or call (212) 986-3240 to see how else you can help. Because MS strikes at the worst possible time. Just when you're starting to live.

Athletes vs. MS Multiple Sclerosis


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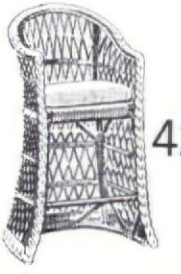

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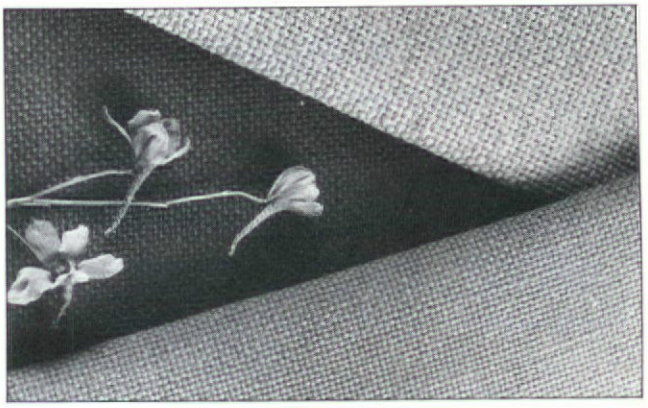


HIGH-BACK CHAIR SUITS CRT USERS

Girsberger's Consens seating is ergonomically designed for CRT operators. Chair is available with or without arms. **Circle No. 333.**

CAROLYN WATSON GALLERIES GETS HARRIS LINE

S. Harris & Company has developed an exclusive line of handpainted fabrics designed by Dennis Spangler to be shown by Carolyn Watson Galleries, Santa Barbara, Calif. Fabrics are offered in 51 percent cotton/49 percent linen, as well as 100 percent silk. The line may be seen in the firm's Dallas, San Francisco, and Los Angeles showrooms as well. **Circle No. 439.**



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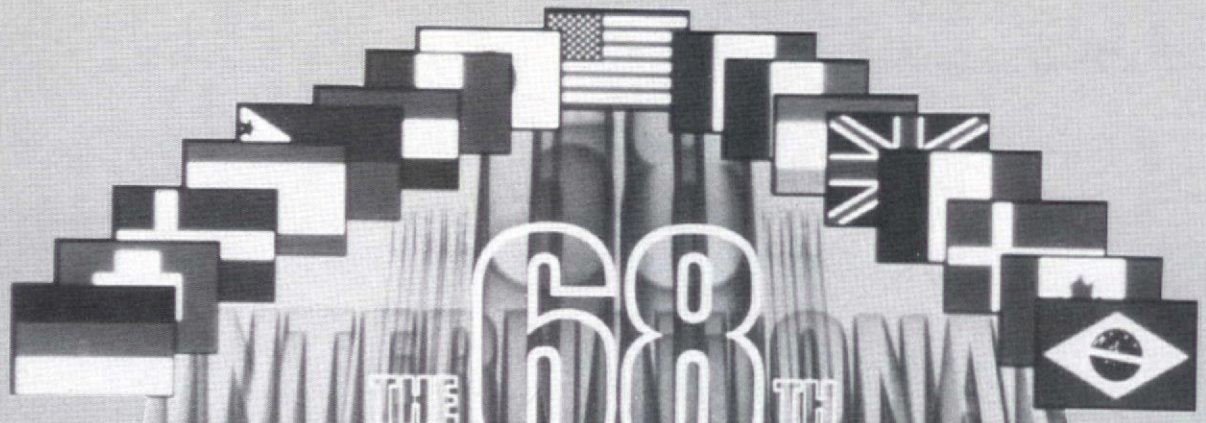
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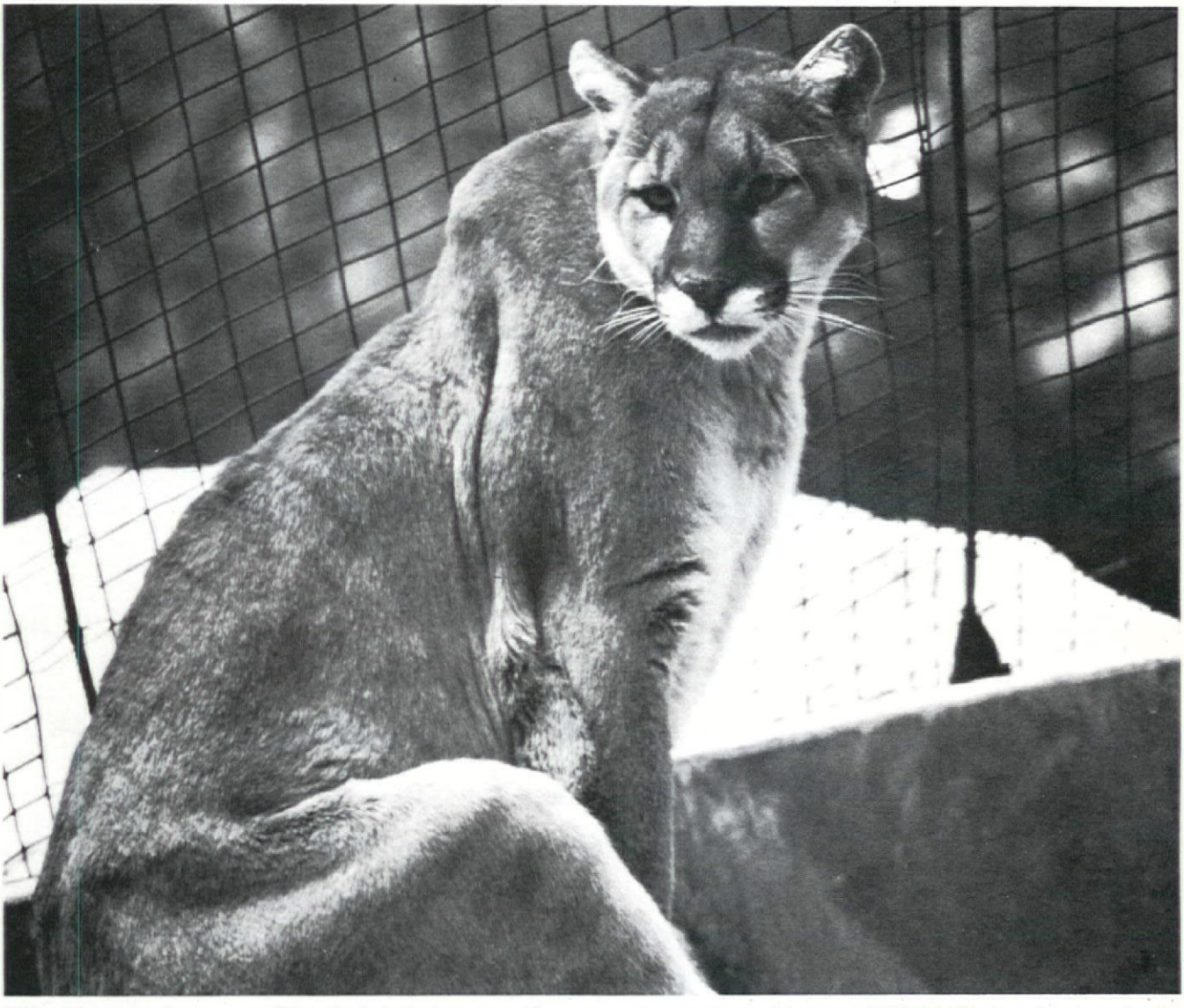
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There are two ways to conserve wildlife.



Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

Save A Place For Wildlife.

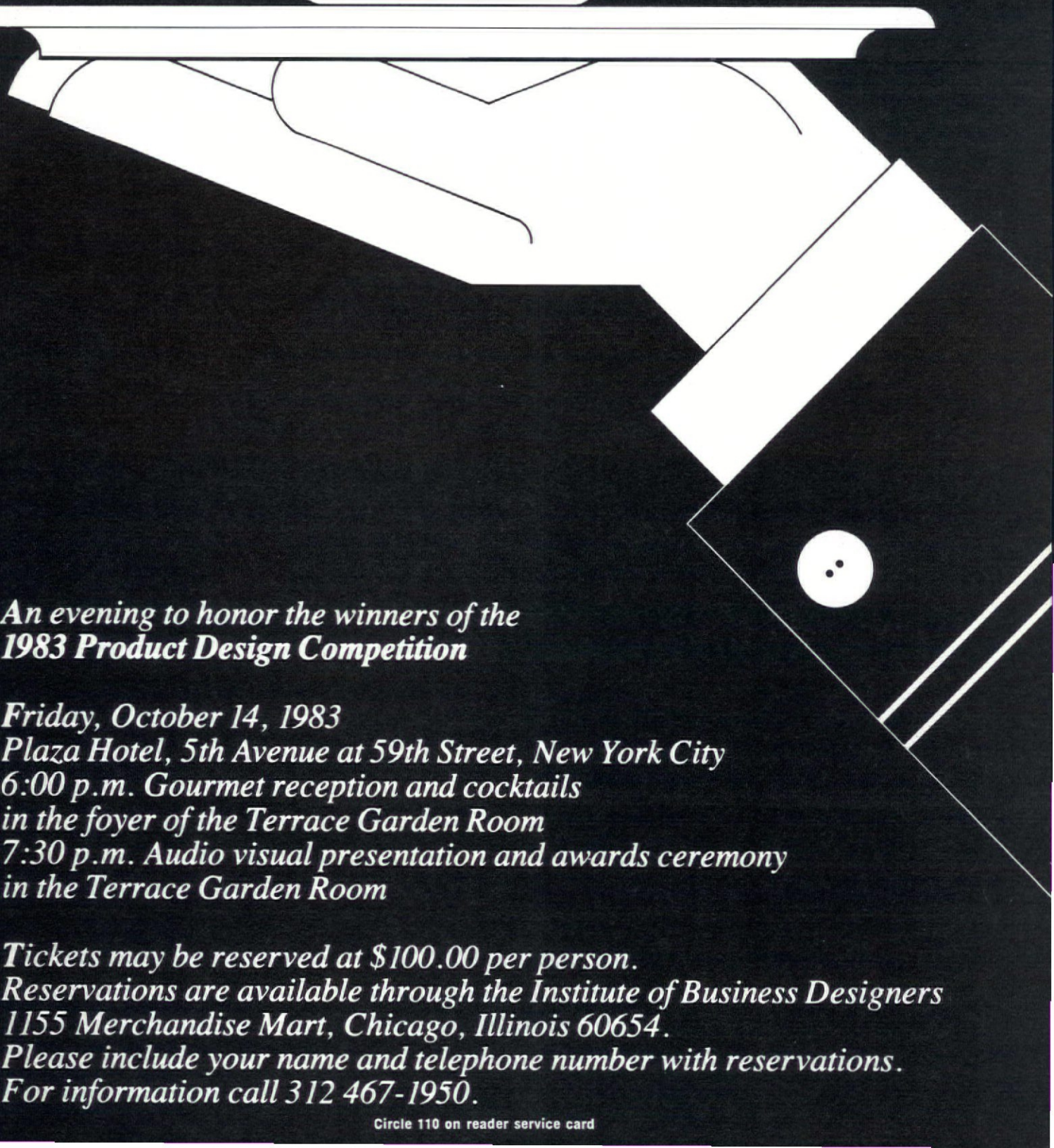
NATIONAL WILDLIFE FEDERATION

Institute of Business Designers

IBD

and Contract Magazine

Product Design Award



An evening to honor the winners of the
1983 Product Design Competition

Friday, October 14, 1983
Plaza Hotel, 5th Avenue at 59th Street, New York City
6:00 p.m. Gourmet reception and cocktails
in the foyer of the Terrace Garden Room
7:30 p.m. Audio visual presentation and awards ceremony
in the Terrace Garden Room

Tickets may be reserved at $100.00 per person.
Reservations are available through the Institute of Business Designers
1155 Merchandise Mart, Chicago, Illinois 60654.
Please include your name and telephone number with reservations.
For information call 312 467-1950.

Circle 110 on reader service card



The November CONTRACT Office "Executive Buyer Edition" features new office design techniques and the latest in office furniture/furnishings... brings advertisers in closer touch with 29,000 active all-contract specifier/buyers, plus an additional 5,000 decision-making office managers and facility planners.

November Ad Deadlines: October 10, orders; October 14, film; October 19, inserts.

Upcoming "Executive Buyer Editions"

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shopping centers. **Space closes Nov. 10.**

February: Health Care—Specialized health care data, plus extra circulation to 5,000 health care executives. **Space closes Jan. 10.**

April: Hospitality/Restaurants—Specialized contents, plus extra circulation to 5,000 executives at hotels, restaurants, etc. **Space closes March 9.**

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. **Space closes May 10.**

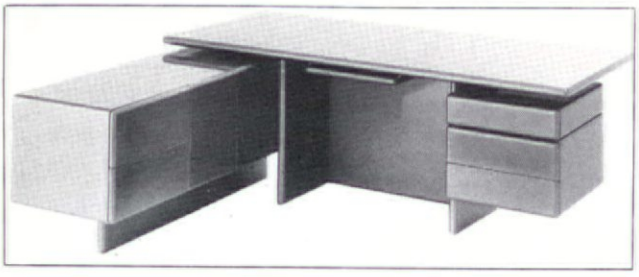
August: Commercial Buildings—Remodeling editorial, plus extra circulation to 5,000 and commercial building owners and staff executives. **Space closes July 10.**

October: Banks—Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 10.**

Contract

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PRODUCTS & SERVICES



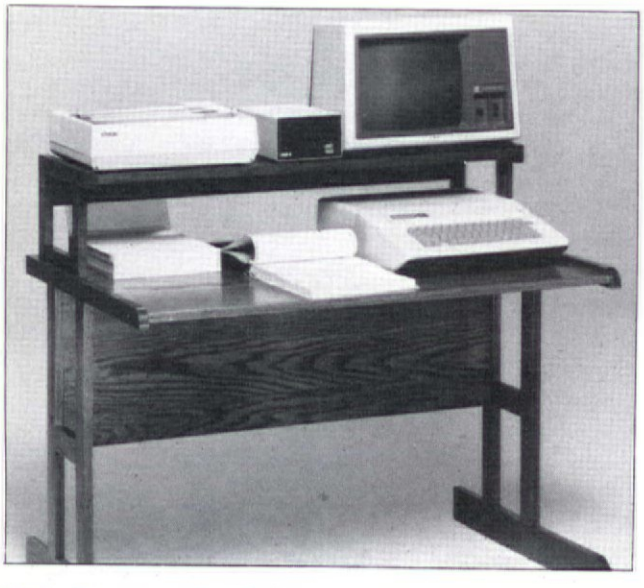
POLYESTER RESIN IS DESK'S FINISHING TOUCH

Constructed of plywood, particle board, and wood veneers, Le Desk from **Pacific Design & Mfg.** is finished with tough polyester resin in 10 standard colors. Additional components include files, credenzas, storage units, wall systems, conference tables, and reception desks. Product is available through **Wycombe/Meyer. Circle No. 438.**



AUSTRALIAN FURNITURE FIRM BRINGS LINES TO U.S.

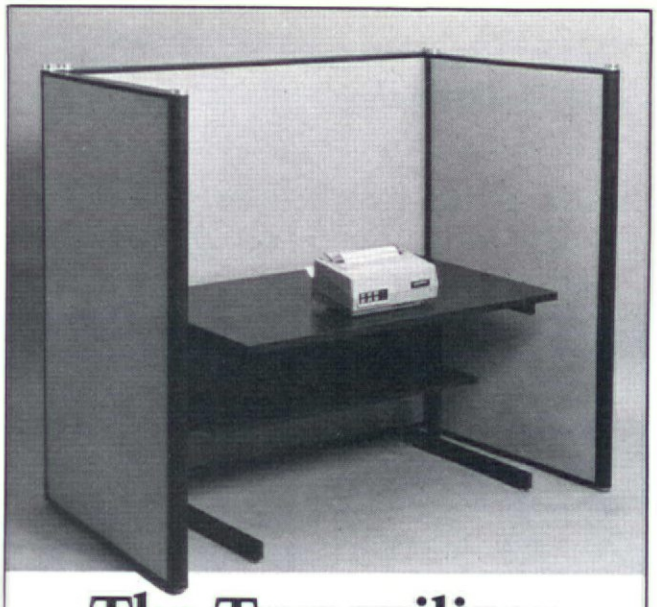
Melbourne, Australia furniture manufacturer, **Moderntone Furniture**, offers a range of systems furniture components to the American specifications market. Installation shown is head office of Mobil Oil Australia. **Circle No. 351.**



TRADITIONAL FURNITURE SERVES HIGH-TECH NEEDS

Royal Danish oak computer furniture from **Royal Seating Corp.** lends a traditional look to high-tech office environments. Grouping includes desk, printer stand, monitor and printer shelf, and upholstered chair with casters. **Circle No. 348.**

Circle 112 on reader service card



The Tranquilizer

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Co-sponsored by Gralla Publications' *Contract* and *Facilities Design & Management* Magazines

November 9-10, 1983
New York City • Halloran House Hotel

Who Should Attend

If you're a vice president of finance or administration; a facility executive—director, manager or planner, engineer, real estate/property officer; an architect or design professional; member of a facility planning committee; or involved in any aspect of space, office or building design or management; this two-day Conference is designed for you!

No matter what your level of expertise—if you are seriously considering computerization for the first time or upgrading or retiring your existing system—this Conference will provide you with valuable information you can put to use—immediately!

And Why . . .

Throughout this two-day Conference, you'll gain facts on how to:

- analyze your specific computer needs
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- determine what hardware/software system is right for your needs
- upgrade your current system
- structure a software agreement with your vendor
- use software programs for facility and real estate management
- create your own software to meet your needs
- use microcomputers for design/drafting and facility management
- fit the computer system into the work environment
- track furniture and furnishings for inventory control
- survey CAD systems on the market
- And more!

Announcing our 1983 Honorary Advisory Board . . . Here are some of the industry professionals who helped to shape our Conference:

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New York, NY

"Informative ... high quality!" ... "Two days well spent!"—That's what attendees said about the last Computer-Aided Space Design & Management Conference. Here's more ...

"Sessions dealing with initial justification and implementation of an automated space planning system were of great interest."
—William G. Sgarlata, Mercantile Trust Company N.A., St. Louis, MO

"You are to be commended for offering a Conference of this quality and caliber . . . thank you for two days well spent!"
—Jill D. Smith, Jill Smith Interiors, Orlando, FL

"A very informative two days with high quality speakers!"
—Dorothy K. Anderson, Anderson Designs, Lewisberry, PA

"Excellent overall Conference!"
—Andre Staffelbach, Andre Staffelbach Designs & Associates, Dallas, TX

"The Conference offered specifics that I needed—space accounting, block planning, work station standards and retrieval analysis."
—Jay S. Chait, General Services Administration, Atlanta GA

For information on exhibiting, call Laura Goldstein at (212) 869-1300.

Visit Our Information Center/Display Area of Computer Systems... Discuss Your Needs with Suppliers... Get Free Answers to Your Questions

Due to popular demand, our fifth annual Conference will again feature displays of various computer systems. Take a first-hand look at technology available from different suppliers; discuss your particular needs; get on-the-spot answers; and take home materials for future reference.

Here are just a few of the companies participating in the Information Center/Display Area:

ARRIGONI COMPUTER GRAPHICS
CALIFORNIA COMPUTER PRODUCTS, INC.
CORE, A DIVISION OF HERMAN MILLER
DFI/SYSTEMS
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SIGMA DESIGN, INC.
SUMMAGRAPHICS CORPORATION
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accuracy, and keep up-to-date management, architecture

Benefit from first-hand insights that solve problems you encounter in your daily work

- **How to Analyze Your Specific Computer Needs**
  Speakers: Les J. Cranmer, Interspace Incorporated; Carol E. Farren, Warner Communications Inc.; Gary H. Silver, Hellmuth, Obata & Kassabaum
- **How to Upgrade Your Current Computer System**
  Speaker: Marshall A. Graham, Environetics International, Inc.
- **How to Get Started: An Introduction to Computer Applications**
  Speaker: John R. Adams, Facility Managment Institute
- **How to Negotiate a Computer System/Software Maintenance Contract**
  Speaker: Richard Raysman, Brown, Raysman & Millstein
- **How the Computer System Fits Into the Work Environment**
  Speakers: Sylvan Shemitz, Sylvan R. Shemitz & Associates; James E. Sulewsky, Acoustical Design Inc.
- **How to Use Software Programs for Facility Management**
  Speaker: Lee Hales, Management Consultant
- **Office Automation Forecasting**
  Speakers: Stephen Binder, Citibank, N.A.; Robert L. Hamilton, Jr., Merck & Company, Inc.; William G. Krebs, Interspace Incorporated; Duncan Sutherland, WANG. (Moderator: Roberta Walton, *Contract)*
- **Microcomputer Applications for Design/Drafting and Facility Management**
  Speakers: Basil T. Callimanis, Facilities Management Consultants; Edward A. Toran, I.S.D. Inc.
- **How to Use Software for Real Estate Management**
  Speaker: James Boyce, DFI/Systems
- **CAD—Architecture and Interior Space Planning Applications**
  Speaker: Larry Dumpert, N.P.S. Automation Services, Inc.
- **Furniture Bar Coding**
  Speakers: Ralph Irons, CORE, a division of Herman Miller, Inc.; Alan Wilson, RMM Associates
- **End-Users Roundtable: Facility Managers**
  Panel Members: Stephen Binder, Citibank, N.A.; Kreon L. Cyros, Massachusetts Institute of Technology; Ronald Goodrich, Cushman & Wakefield; Robert L. Hamilton, Jr., Merck & Company, Inc. (Moderator: Anne Fallucchi, *Facilities Design & Management)*
- **End-Users Roundtable: Interior Design Firms**
  Panel Members: Les J. Cranmer, Interspace Incorporated; Morton Glatstein, Interior Facilities Associates, Inc.; Suzanne Kasler, Kasler & Associates Inc. (Moderator: Len Corlin, *Contract)*
- **End-Users Roundtable: Architecture/Engineering Firms**
  Panel Members: Alan M. Hantman, Gibbs & Hill, Inc.; Roger Pratt, Cooper, Pratt & Vallhonrat; Gary H. Silver, Hellmuth, Obata & Kassabaum (Moderator: Len Corlin, *Contract)*

Registration Information

To register, just fill out the coupon and mail it today to: Gralla Conferences, 1515 Broadway, New York, NY 10036, -or- call Hilary Plunkett, toll free at 800-223-6767 (New York State registrants can call collect at 212-869-1300) to get an immediate confirmation of your registration.

Tuition: $495 for the first person from a company, $450 for each additional person from the same company. Tuition includes admission to two-day Conference (seminars, roundtables and product/service displays), Conference/take-home materials, refreshment breaks and cocktail reception. Checks or money orders are payable to Gralla Conferences.

Cancellations: Full refund of tuition if notified 48 hours in advance of the Conference. No refunds after that time.

Accommodations: Rooms have been blocked at the Halloran House Hotel. All registrants will receive hotel housing forms by mail. You may also reserve a room by phone at 212-755-4000. Be sure to identify yourself as an attendee of the Computer-Aided Space Design & Management Conference.

Tax Deduction: Treasury Regulation 1-162-5 permits an income tax deduction for educational expenses.

Computer-Aided Space Design & Management Conference

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Please register me for the Conference on November 9-10, 1983 in New York City.

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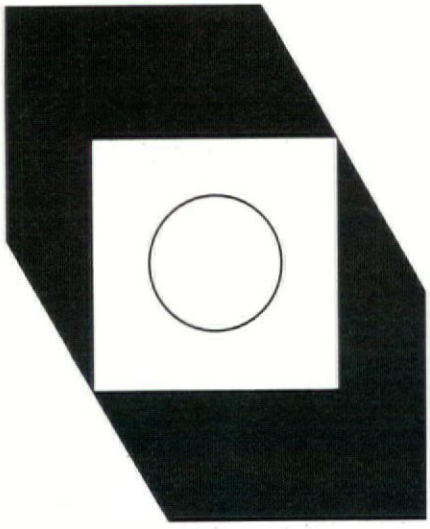
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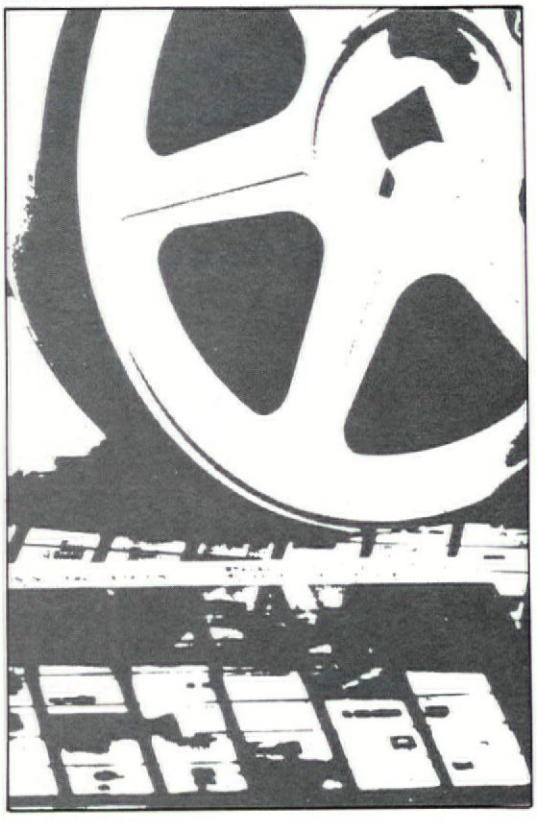
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FLORAL PRINTS PURCHASED FOR U.S. SENATE

Floral prints designed by artist Robert Furber were recently purchased by the U.S. Senate Commission on Art and Antiquities for use in the U.S. Senate Building. Distributed by frame manufacturer, **Franklin Picture Co.**, prints measure 22-by 28-in. surrounded by a 2-in. gilded frame. **Circle No. 335.**

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Matthews International Corp. offers directional, informational, and identification signage in post and panel assemblies. Comprised of components that can be interchanged to create a wide variety of signage designs, signage can be created from a wide range of letter styles, graphic reproduction methods, colors, and finishes. Parts are assembled by sliding box panels into extruded aluminum posts; a stop block in the post holds the panel in position. Vandal-resistant screws prevent tampering with signage. **Circle No. 337.**

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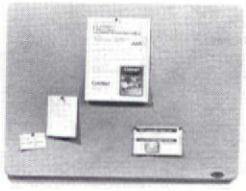
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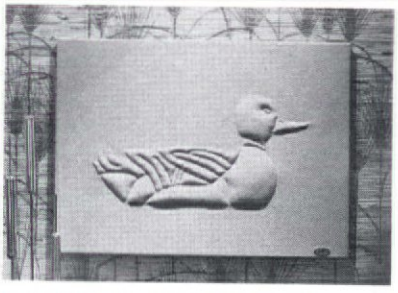
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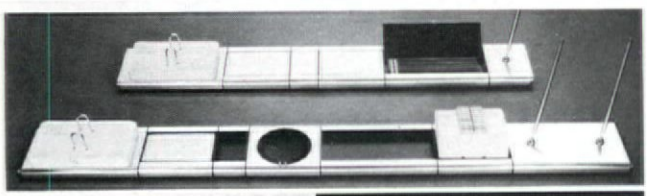
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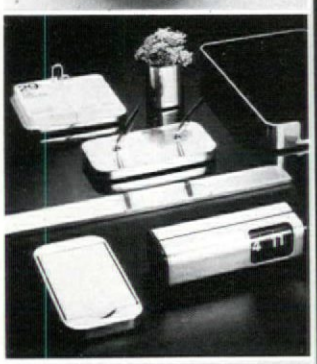
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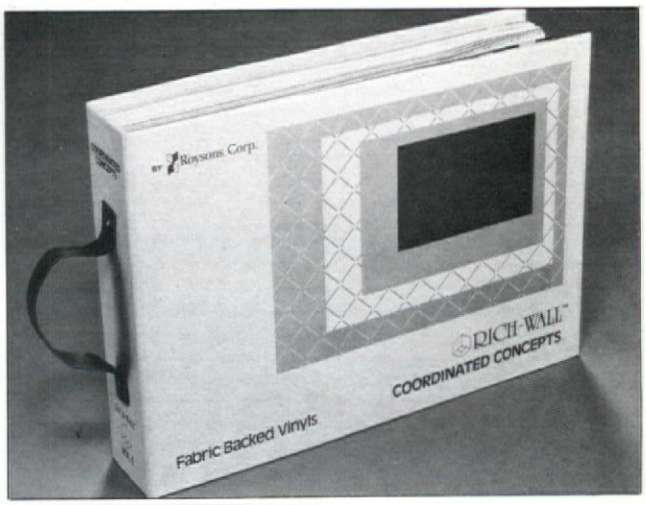
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CATALOGS & BROCHURES

Sound masking in office environments is the topic of a new booklet by Jack Leonard, president, Atrium Inds. Called "Solving the Problems of Speech Privacy and Noise Distraction in Offices," the booklet is offered cost-free to specifiers by Insul-Art Acoustics Corp. Highlighted are key productivity losses that occur with noise distraction as well as subjects such as speech intelligibility, sound decay and distance, and sound masking methods. **Circle No. 440.**

Unistrut Interior Building Systems, N. Kansas City, Miss., offers a full-color, six-page brochure on its Colorline® II Landscape Partition Systems. Products are designed for use with conventional office furnishings for maximum flexibility. The firm is a division of GTE. **Circle No. 441.**

Brochure from Luxo Lamp Corp. features Computer Oriented Designed Environmental (CODE) lighting for open and automated offices. Publication lists specifications, characteristics, and style variations. **Circle No. 442.**



More than 2,000 design combinations are possible with Roysons Corp.'s new line of coordinated wallcoverings. Fabric-backed, vinyl-texture/print collection contains 137 styles representing 12 textures and six prints in a variety of colorways. A new catalog outlines these design options. **Circle No. 443.**

Modern Plastics Corp. has extensive catalog featuring plastic laminated products for contract usage. High-pressure laminates, custom work, and representative styles are shown. **Circle No. 444.**

FasTrack Quick-Ship brochure from Lehigh-Leopold/LBF, div. Litton Business Systems, lists specifics of four-day shipping from stock for office furniture items. Finish chips and fabric swatches are attached. **Circle No. 445.**

Acoustical wall panels, baffles, and banners are detailed in a new catalog from Insul-Art Acoustics Corp. More than 20 color photos of product in application are featured in the literature. **Circle No. 361.**

Gilbert emergency lighting products are UL-approved and equipped with Gates pure lead battery back-up system. As shown in a new catalog, product displays firm's Hot Line number which assures prompt service. **Circle No. 360.**

CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $57.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

REPRESENTATIVES WANTED

Aggressive independent representatives wanted for select territories. PHD Industries is a leading manufacturer of contemporary interior metal architectural surfacing products of exceptional quality. Our line includes color-coordinated metal ceilings, mouldings, facias, wall panels and tambour. Finishes include chromes, brasses, copper and more. Applicants please send resume, including lines carried and territories now covered, to PHD Industries, 3120 Clybourn Ave., Burbank, CA 91505.

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Representatives Wanted by manufacturer of a quality line of desk accessories, fiber-glass and aluminum planters, waste receptacles and ashtrays. Most territories open. Send complete resume including present lines, territory covered and personnel. Reply to: Robert Charles Inc., Box 185, Milford, NJ 08848.

Seeking representatives who call on design studios, contract offices. High end wall hangings. Four years proven success with showrooms to trade and high end retail stores. Reply to: Marketing Director, 5-13 Aspen Way, Doylestown, PA 18901. (215) 348-8346. Most areas available.

AGGRESSIVE SALES REPS WANTED

for innovative national manufacturer of acoustical wall panels, baffels and banners. Must have contacts in the acoustical market. High commissions afford excellent opportunity to earn big $. Choice territories available. Send a detailed letter on your organization including: lines carried, territory covered and a brief history of your sales success to P.O. Box 100, Jericho, NY 11753.

REPRESENTATIVES WANTED

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT REPS WANTED

A successful growth oriented furniture manufacturer of handcrafted upholstered and case good furniture is seeking representatives to call on architects, dealers, condo projects and corporate accounts. Most territories open. Interested parties should submit in confidence a resume outlining current territory and lines being carried. Hancraft Furniture, 8829 Six Forks Station, Raleigh, NC 27609. Attention: Mark Shaner. (919) 848-8727.

REPRESENTATIVES WANTED

Established representatives with nonconflicting lines needed for newly created contract division. Complete lines of chairs, sofas and tables with emphasis to guest room seating. Solid company established in 1921. Available territories include: Mid-Atlantic, Midwest, Southwest and others. Contact: Larry Hollar, (704) 758-5571, Fairfield Chair Co., Lenoir, NC 28645.

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Reply with complete information, including present lines and territory covered to: CCM, P.O. Box 47100, Atlanta, GA 30362.

NEED CHICAGO REP WITH WAREHOUSE

Major desk manufacturer offering a complete range, Promotional to Solid Wood, needs representation in the Chicago area. Submit resumes to Al Agramonte, M & J Desk, 12154 Montague St., Pacoima, CA 91331. And/or see us at NOPA Booth 543.

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National manufacturer of computer support/office systems furniture is seeking Manufacturers Representatives to call on designers, specifiers, architects, corporate accounts, and dealers. We are seeking aggressive, self-motivated salespeople familiar with this market segment. Opportunities available in New England and Saint Louis/Kansas City, Missouri and territories.

All inquiries will be handled in the strictest confidence. Please reply to Mr. George Boerigter, Vice President of Marketing and Business Development, 17237 Van Wagoner Road, Spring Lake, MI 49456.

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For growing San Francisco contract furniture business with over 75 lines, emphasizing innovative and distinguished design. Person need be experienced in contract sales with ability to reach upper-level corporate market. Inquire 5 to 7 p.m., Monday through Friday, (415) 397-7474.

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MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

HELP WANTED

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DEALER SALESPERSON OR DESIGNER WITH NYC FOLLOWING. PROFIT SHARING & PARTNERSHIP POSSIBLE. UNLIMITED POTENTIAL. SEND RESUME IN COMPLETE CONFIDENCE. Reply to Box 289, CONTRACT, 1515 Broadway, New York, NY 10036.

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